

ELECTRICAL MERCHANDISING WEEK

OCTOBER 3, 1960

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

... It's Time to Say
"MERRY
CHRISTMAS!"



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How Good Will Christmas Business Be?

MANUFACTURERS are enthusiastic about the Christmas selling season. All of them anticipate sales "at least as good as last year" and many are predicting that this year will be bigger than ever

Housewares manufacturers acknowledge the "stickiness" of consumer sales that has been plaguing the economy for the past weeks but it doesn't dampen their pre-Christmas enthusiasm. They make their predictions for a bright Christmas market in spite of the current situation.

Radio and TV manufacturers were equally optimistic in their predictions of a big Christmas. They're talking about breaking records in AM-FM radio sales and expect to sell more than the 5.7 million TV sets that they sold last year.

Big advertising and promotional expenditures and the traditional gift role of small electrical appliances are some of the reasons the manufacturers give for their optimism about this year's season.

"We're quite optimistic about the Christmas

market," beamed R. J. Sargent, Westinghouse vice president. "There should be little difficulty surpassing 1959 if our promotional efforts bring the expected results."

In addition to its normal promotional activities, Westinghouse will promote housewares in 12 spots over 196 TV and 203 radio stations on election night.

G-E shares the industry's optimism according to the company's M. M. Masterpool, who said that G-E expects this Christmas to be bigger and better than ever. "Housewares are always high on the consumer's gift list," he continued, "and this year's new products will keep them there."

Spokesmen from Landers, Frary & Clark, G-E, Sunbeam, Dormeyer and Westinghouse
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BUT DISTRIBUTORS AND DEALERS aren't as optimistic. Many of them wonder if even Santa Claus could get this year's business near the levels of last year. But they hope he'll come close

Last week dealers and distributors throughout the country told EM Week correspondents what they thought business would be like this Christmas in relation to other years and what items they thought would be hot.

A great many of them didn't share the optimism voiced by the manufacturers and painted rather dark pictures of the Christmas market. But some were less reserved in their prognostications and looked forward to a good selling season.

Here's what they were saying last week:

ATLANTA—Dealers and distributors are reserved in their predictions for Christmas sales. The feeling is that they'll be glad if business is up to last year's level.

"Clock radios will really move this year," said W. M. Sharp, sales manager at Atlanta's King Hardware Co. "RCA has led this field with us for the past couple of years and probably will again. Philco promises to be a close second."

Sharp looks for the G-E and Admiral portable automatic changer phonographs in the \$50-60 range to go fast.

"We'll sell a lot of portable TV's as second or third sets. Hottest will probably be the

17-inch RCA and Philco and the 19-inch Admiral and Philco.

"Business should be almost as good as last year but it won't be as good as two years ago," concluded Sharp.

A southeastern distributor expects his business to be off because "department stores and discounters are advertising prices that we won't meet. They're selling one item that lists at \$32.50 for \$17.50. I've got to get \$19.95, wholesale."

Also doubtful is J. B. Bailey, sales manager at McCoy's Appliance and Furniture Center, Chamblee. He said "This year will fall short of last Christmas."

Bailey sees clock radios and portable TV's as hot items, with Motorola's 17-inch leading.

DETROIT—Distributor Ed Law of Cadillac Television and Appliance Co., thinks "Independents will have to increase business by 25% to balance out an average year." But he doesn't think they will.

"Dismal" is the word used by Tony Westgate of Westgate Radio, Appliance and Television
Continued on page 8

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There's Smooth Selling Ahead

For the second week in a row, a buying plans survey has found appliance and auto sales should be good—but not great—the rest of this year

This time it was the Federal Reserve Board who dissected consumers' plans to buy. The board released the first of what will be a regular quarterly survey of consumer buying intentions taken by the Census Bureau. The University of Michigan a week earlier released a consumer survey which indicated buying would continue at about its present rate.

The government survey shows that nearly 6% of all American families intend to buy a washing machine by next January, and 3.9% plan to buy a refrigerator and a TV set. For washing machines and TV, this represents a slight decline—about one-tenth of a percent—from intentions expressed by consumers in April. But consumers' intentions to buy refrigerators rose by .2% from the April test survey.

These slight changes are not big enough to forecast any swings in the sales of appliances, the Fed feels, but instead reflect a seasonal pattern in buying plans by consumers. The surveys indicate that consumers' intentions to buy a major appliance within the next six months are at a peak in October. Another finding: There was little difference in intentions between July, 1960, and July, 1959.

The survey also concluded that about 16% of U. S. families intend to buy a new car by next July, and 7.9% plan to buy one within six months. These are also just about the same percentages reported in a test survey taken for the board about a year ago. They represent a slight decline from intentions revealed in surveys taken in January and April of this year.

The Federal Reserve still considers the survey as experimental, but officials are pleased enough with it to order an expansion to cover phonograph and radio equipment, air conditioners, clothes dryers and dishwashers. Questions about plans to buy houses are also being added. Data on these findings will not be available until next year.

The Fed's sample covers some 20,000 households—much larger than the 1,600 included in the University of Michigan survey. Government officials feel the findings may therefore be more reliable.

Transistor Radio Upgrade Gets Boost From Hitachi

The shift away from six-transistor radio production to more elaborate models by major Japanese manufacturers was confirmed all over again by Hitachi.

Three of the company's newest radios all contain seven or more transistors: 1) an AC-DC two-band, all-wave eight-transistor set to retail at \$24.90; 2) a two-band, eight-transistor set with a tone switch to retail at \$31.40; 3) a seven-transistor clock-radio, powered by four batteries for the radio and one for the clock, to retail at \$32.80.



Old Timer Goes On Exhibition

OLDEST WORKING MAYTAG in Canada gets the attention of Jeff Barnard at the Canadian National Exhibition, Toronto. Mrs. Florence Jarvis of CNE staff polishes the 1911 wooden tub washer, discovered by Maytag in a contest.

FCC & UHF: No Rush

The commission has no plans to cram UHF down manufacturers' throats. Any action must wait until after elections

Although Chairman Frederick C. Ford of the Federal Communications Commission is serious about his proposal to get all new TV sets equipped to receive UHF, the commission is making no special effort to get action in the next session of Congress.

Chances for Congressional action appear slight unless the administration endorses the idea, but Ford has not made any attempt to get backing from President Eisenhower, nor has he talked to either presidential nominee about the proposal.

Legislation on UHF was introduced in the Senate and House this year at the FCC's request, but the Commerce Department and the Bureau of the Budget opposed it on the grounds that consumers would

be forced to buy something they didn't want. Consequently, the Congressional committees didn't even hold hearings.

But the proposal could draw new life from the failure of recent efforts to provide more frequencies for VHF television.

"I don't like to see the government telling manufacturers how to make something," explained Ford, "but in this case the voluntary method is not working."

Most manufacturers were alarmed. "Admiral feels strongly about this," said a spokesman, giving a typical reaction. "If this goes through, 90% of the TV buyers would be discriminated against."

But a couple of companies—Westinghouse and Philco—took Ford's suggestion calmly. Philco intimated it had some solutions. And Charles J. Urban, Westinghouse TV-radio marketing manager, thought the FCC was looking for suggestions, not criticizing.

G-E Dealers Play It Cool As Walkout By IUE Looms

A General Electric strike, virtually a sure thing as last week ended, hadn't touched off widespread scare-buying by dealers, an EM Week survey discovered. The reasons: Many dealers will shift to other manufacturers' lines if their stocks of G-E appliances are exhausted; others said they had good inventories and saw no need to increase them.

A check with a large distributor underscored the same attitude: "There has been no great increase in orders due to the strike threat," a spokesman said. "That's partly because dealers expect us to have a big enough inventory to last through the strike and partly because dealers aren't exclusive."

There was a heard-that-song-before note in some dealers' comments.

Asked if the strike threat had influenced ordering, a spokesman for Jamaica (N. Y.) Refrigerator Service Co. declared: "I've listened to them before, and gotten hung up. If I'm out of G-E, there's always someone who's not on strike. If they do strike, it won't be more than a few days, and G-E has been shutting down for periods of several days, anyways."

At week's end, 70,000 members of James B. Carey's International Union of Electrical Workers (IUE) were set to walk out of G-E plants across the country. At issue were terms of a new contract replacing one which expired Saturday. Both sides had rejected proposals for wage increases, supplemental unemployment benefits and cost-of-living raises.

Industry Urges Box Trade-Ins

"Wanted: Your Old Refrigerator." Behind that theme is a drive to double fourth-quarter refrigerator sales. But some dealers said it was too late

NARDA and the "Saturday Evening Post" hatched the plan. By last week, most manufacturers had tossed corporate rivalries aside and agreed to support it jointly.

Institutional in concept (ads won't carry brand names), the campaign will run from Oct. 20 through Dec. 31.

Its goal, as NARDA and the manufacturers see it, is to clean out 1960's glutted refrigerator pipelines by encouraging consumers to trade in their old boxes for new models. Its backbone will be 30,000 to 50,000 merchandising kits, prepared by NARDA and purchased by appliance makers for their dealers.

Each kit will contain just about everything a dealer would need to run a campaign in his community.

The entire campaign is geared to the dealer level. Manufacturers will pay for the kits (and for co-op on campaign advertising), but they won't carry the program into their own national advertising.

Most dealers think the idea is a good one. "It gives us a plus to talk about instead of a minus," said NARDA President Carroll McMullin.

Chicago's Sol Polk, a solid supporter, declared with evangelical fervor, "We'll use spot television, radio, direct mail, billboards, car cards. Our entire store will talk the tremendous values in refrigeration."

A few dealers were dubious. Chuck Chiarelli of Reading, Pa., agreed it might pan out. "With all the manufacturers coordinating their efforts, it might stir up considerable interest. But, it hasn't gotten me up out of a chair to buy a refrigerator."

A Chicago department store man was more blunt. "It might work, but it would have worked better in May or June. Now, I think they're too late." His store faces a problem many department stores will face: "We just can't use a full page in a metro daily to plug an institutional program. We may run some ads, but I doubt it."

Some dealers were frankly against the program. Al Perlman of Zemel Brothers, Bridgeport, Conn., declared, "There has to be a reason for buying a new refrigerator. Just telling people their refrigerator is old won't make them buy."

Another dealer snapped, "When I needed help, all the manufacturers did was cut price. Now when they're in a bind, they become altruistic. I'm not going to spend my ad money to save their necks."

Dealer opposition to the campaign generally hinges on two key points: ● The program offers nothing to dealers not equipped to handle trade-ins and that includes many big department stores.

● Dealers normally advertise brown goods and housewares in the last quarter and are dubious about using part of their ad money to promote an out-of-season product.

Maytag Readies Revolutionary Clothes Dryer

Maytag is about to pull the wraps off a totally new type of automatic dryer, EM Week learned exclusively last week

According to industry sources, the unit utilizes a newly developed measuring device to shut itself off when clothing inside the machine is dry.

The device presumably accomplishes this by measuring the actual moisture content of the clothing.

Present dryers usually operate on a timed drying cycle. Thermostat-controlled dryers, marketed by several manufacturers in recent years, use a different method, measuring the unit's exhaust temperature. As the clothing dries, the exhaust temperature rises. When the tempera-

ture reaches a pre-determined point the dryer shuts off.

The first thermostat-controlled models operated with a single fixed turn-off temperature. More recently, these dryers have offered users variable exhaust temperature settings based on fabric content of the load.

Both time and temperature systems are limited, home economists point out, because their operations

must be based on average loads.

Maytag's system would be the first in which the measuring device is contained within the drying chamber, directly measuring the clothing's dryness. It is also the first dryer to measure moisture rather than heat.

Maytag was expected to introduce the new dryer formally in about a week.

Bank Debit Figures May Be Used As Barometer Of Retail Activity

Getting reliable indicators on consumer and business spending is a tough problem. It requires you to survey buyers or sellers—a big job. Another possibility has for some time intrigued economists—measure the flow of money. Using the records of relatively few banks, a wide survey can be accomplished, and nearly current figures obtained.

Right now the Chicago Fed makes do with Bureau of Census figures and with department store indexes, neither completely comprehensive.

No overall yardstick has yet been worked out. But the Fed thinks that bank debits can be it. Here are the pluses and minuses of the possible yardstick, in the Fed's view:

- In smaller cities, bank debits as now compiled bear a reasonably constant relationship to spending.
- Bank debits are regularly assembled. In the Seventh Federal Re-

serve District—most of Michigan, Wisconsin, Illinois and Indiana, and all of Iowa—debits are available from 45 different cities.

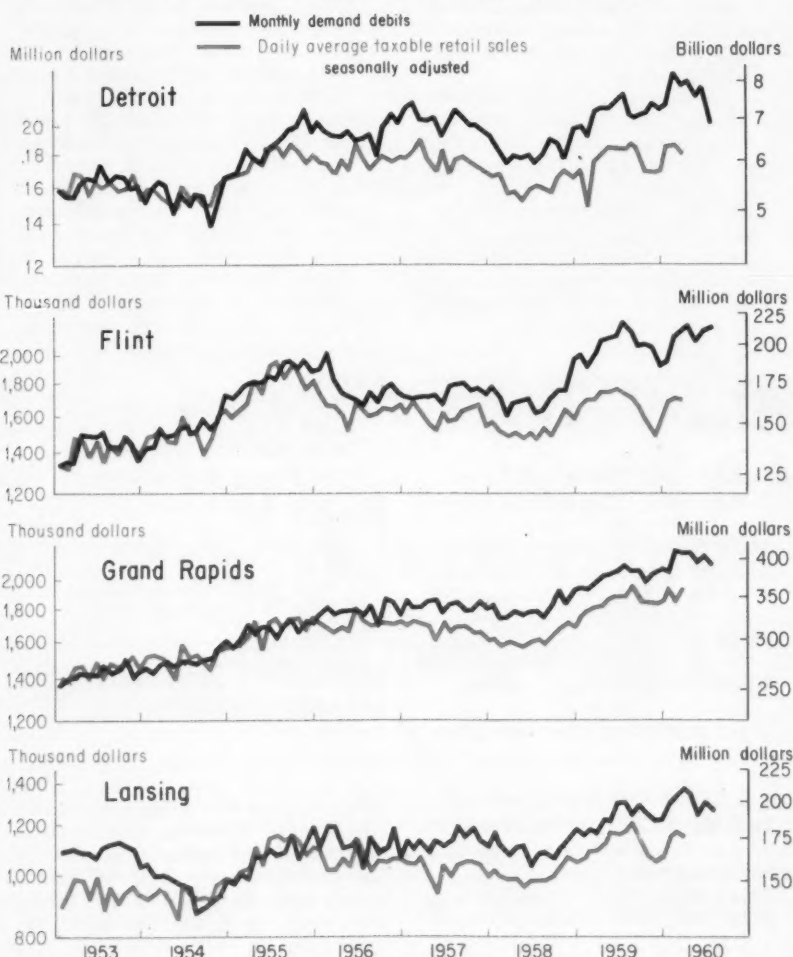
● Bank debits include a broad range of transactions. This range is at once good and bad—nothing is left out, but some things should be.

● Solid reliance on bank debits would be possible only after they were regularly "sorted," first taking the payments by individuals from business, then payments by one kind of business from another.

● The seasonal pattern of debits has to be analyzed more completely to insure the right interpretation.

Bank debits are not ready for use as a yardstick, at this time. The Chicago Federal Reserve has high hopes, however, that more automation in data processing will make available detailed information on local business changes.

Bank Debits and Retail Sales In Michigan, 1953-60



FASCINATING CORRELATION between bank debits and retail sales activity is shown in these graphs of the figures over a seven and a half year period in four selected Michigan areas. These retail figures are from Census Bureau.

DECISION MAKER:

Frank A. D. Andrea

"We want national distribution. I'm looking for 500 first-rate dealers."



At an age when many successful men have been put out to pasture, 70-year-old Frank A. D. Andrea is just getting his second wind.

The president of Andrea Radio Corp., Long Island City television and military electronics manufacturer, revealed in an exclusive interview with EM Week that he is actively seeking national distribution for his short line (11 models) of top-quality TV.

Within a year, he hopes to have 500 more dealers in major metropolitan markets throughout the country. These will be first-class dealers, Andrea insists, the kind that know how to get list price and keep a good margin for themselves. They will be served direct from factory or through distributors.

National distribution is not a new story to Frank Andrea, although metropolitan New York-New Jersey, Boston and Philadelphia presently absorb 95% of his shipments. Back in the decade after World War I, Andrea had 48-state distribution for his Fada radio kits, parts and service.

He retired with a fortune to his beautiful Long Island home in 1932 after selling Fada. But two years later he bounced back under the present company name with assemble-it-yourself TV kits.

The history of Andrea's television (as well as its military electronics) has been a story of conservative growth since then. "We were somewhat half-hearted about TV before we became a public company," Andrea admits, "but now we just can't stand still. We think we can expand now on a sound foundation and still give our customers top quality

merchandise. We are the Cadillac of the industry and we think we have no competition."

The three new models, which Andrea has just introduced for the Christmas market reflect the quality of which he speaks. The "Town and Country" 19-inch portable, Andrea's first, contains a hand-wired chassis, full power transformer, bonded-face picture tube and 24-tube console performance.

The new 23-inch six-speaker stereo combo and the new French Provincial sliding door lowboy, "The Fontainebleau," also contain the bonded tubes, hand-wired chassis and hardwood cabinets with real wood veneers which spell quality on all Andrea's 23-inch sets.

The other seven models in the line start at the low end with a 21-inch table model for \$255. Two open-face lowboys for \$305 and \$340 complete the 21-inch models. The 23's begin with open-face up-rights: a modern design for \$360; for \$370 either a French Provincial or a Colonial design. Two lowboys complete the present line—an open-face French Provincial design for \$400 and a sliding tambour door in a modern design for \$455.

All suggested list prices are for mahogany. Cherry, maple, walnut, antique white and blonde for \$10 to \$20 extra.

As for color TV, Andrea said: "We've been thoroughly testing color for a long time, but there are still too many bugs, as you know. Within a year we hope to have a set that will have a square tube, a shorter neck, and much more simplified tuning. All three are needed before color sets will appeal to women and the majority of men."

EIA To Give Home Electronics PR Treatment

First objective of the newly created public relations program: Television. But before the program is over, the Electronics Industries Assn. committee will have covered the waterfront on home entertainment products.

The committee to handle the program should be set up and ready for approval of the executive com-

mittee of EIA's consumer products division by the end of November.

The driving idea behind the television portion of the program: Multiple set ownership.

Currently, 87 to 90% of the wired homes have TV, explained Edward Taylor, Motorola executive vice president, but there are very few with a set in more than one room.

REGIONAL ROUND-UP:

In Boston, dealers thought that business is looking up, but on the West Coast, there were grumbles about automobiles and their ads.

EAST . . . BOSTON—After disappointing business that left many dealers sitting on rather uncomfortable inventories of air conditioners and refrigerators, appliance men were generally discarding long faces and were even smiling tentatively. Business was picking up. Brown goods were showing greater strength and white goods specials were moving fairly well.

Hurricane Donna was no ill wind to dealers here. The storm was greatly reduced in intensity when it arrived, but most appliance dealers did a rushing advance business in portable radios, batteries and, later, in re-installing or replacing wind-felled television antennas.

Al Peters of McGooohan Furniture and Appliance Co., Lowell, Mass., said: "Not only did we move plenty of portables—we also had one of our best experiences with gas ranges which were walking out the door because people were afraid of losing electric power." And Fred Hill of Winchester Appliance Co., Winchester, Mass., reported: "Just about everything with transistors went through the door." Hill said that the white goods market is "still pretty sad" but that television, as well as portable radios and stereo, was finding increased demand. Color television began attracting quite a bit of attention last week, Hill and several other dealers were saying.

Jack Shelman, appliance buyer for the Gilchrist Co., major Boston department store, believes white goods have been way off in many areas partly because of "too many complicated gadgets" that dismay a potential purchaser. He has found that this is not so much a sales handicap with young couples setting up housekeep-

ing as with older purchasers who are wary of too many dials.

SOUTH . . . NASHVILLE, TENN.—A better year was forecast here by appliance dealers.

Sales during the past three months have been much better than the same period last year, while 1960 sales have a small lead over last year's to date.

E. A. Pitts, sales manager of the Modern Appliance Co., which retails Maytag appliances, said his company had sold "a little bit more than last year" during the summer months. The year as a whole, he said, "looks much better all around."

L. M. Rowe, general manager of Keith-Simmons Co., Inc., said RCA television had been his strongest sellers all year. "We were hurt in January and February by bad weather," he said, "but good sales in June, July and August have helped to get us out of the hole the weather put us in."

He attributed the high summer television sales to the low close-out prices on the 1960 models, and the better quality of the 1961 models.

A check of television retailers brought varying reports. Some agreed with Rowe almost exactly. One, on the other hand, said sales had been down all year. Others said January was slow, March and April very good, and July and August good, with sales expected to pick up toward World Series time and continue good through Christmas.

Francis K. McGrath, sales manager for Philco Distributors Inc., echoed Rowe's story on television sales. He described his television business during the summer as "tremendous."

"I think there are two reasons for it," he said. "First, the in-

terest in the election helped sales a lot. Then, too, we sold a lot of portable television. People seemed to like the portables because they could carry them along wherever they went."

WEST . . . BUTTE, MONT.—Retail prices are somewhat down from last year, retailers here were saying. But among the bestsellers are frost-free refrigerators, home laundry equipment, television, while a major distributor said that "vacuum cleaners were best for the year."

One reason for the downturn, said dealers, were the effects of a recent strike in the copper industry. But the harvest income of September and October was beginning to increase television sales for one dealer. And the hunting season was stirring up local promotions of freezers for meat storage.

Dealers said inventories were about at last year's levels or somewhat lower.

SOUTHWEST . . . ALBUQUERQUE, N. M.—No payments till February on all major appliances. This advertising promotion (by Montgomery Ward and Fedway, with others probably following) summed up market conditions.

A Public Service Co. spokesman reported that the market wasn't off more than 4% from last year's exceptional record, although there were some soft spots: "Some dealers are ahead; some behind."

Lou Miera, Fedway appliance manager, said most dealers were "optimistic" about the fall and winter, following a general sales decline in the past two months. Manufacturers were beginning to unload at special prices to make room for 1961 models. Stereo sales were holding up and white goods were off a bit, Miera reported.

But Mel Ross of Griffith's Appliance Center noted a recent climb, reporting September sales ahead of the same month in 1959 ("Through Sept. 20 of this year we're up to Sept. 25 of last year"). Television, double-door refrigerators and conventional washers were selling well, although there were more sales on contracts than there were on charge accounts or for cash. Contracts now are running for 24 months; before August the period was 18 months.

FAR WEST . . . SAN FRANCISCO-OAKLAND—"The auto people are 'bugging' us," one Hayward appliance-TV veteran complained. And he's not alone in his thinking here "The big surges by the auto dealers are selling cars. It's money we're not getting. Some people are so mixed up by the advertising that they're not buying either a car or an appliance—they're just waiting and reading," commented a San Mateo dealer.

But, much of the effect of the auto dealer's advertising was psychological. Dealer after dealer reported that business had picked up in mid-September. Many now expect the month to equal the September, 1959, volume. Dulfer's in San Francisco expects to end the year better than 20% ahead of '59. For most dealers here, the mid-September pickup was led by laundry, with lower prices on top-of-line automatic washers bringing sales. Refrigeration is still slow in San Francisco and Oakland because of continued cold weather, but has picked up in the warmer suburbs with high-end sales not uncommon. Freezers continue at better than the 1959 level. TV started to move in late August, with interest in the 23-inch sets developing many of the prospects.



No, Not A Drive-In Appliance Store

DEALER AL ALVES of Los Banos, Calif., didn't plan the open air effect. A motorist jumped curb, smashed window, damaged 20 appliances.

THIS WEEK'S COLOR TV

MONDAY (All Times E.D.T.)

- 6 A.M. (NBC) Continental Classroom (Monday-Friday)
- 10:30 A.M. (NBC) Play Your Hunch (Monday-Friday)
- 11 A.M. (NBC) The Price Is Right (Monday-Friday)
- 12:30 P.M. (NBC) It Could Be You (Monday, Tuesday, Friday)
- 2 P.M. (NBC) Jan Murray (Monday, Tuesday, Friday)
- 11:15 P.M. (NBC) Jack Paar (Monday-Thursday)

TUESDAY

- 10 P.M. (NBC) Rivak, The Barbarian

WEDNESDAY

- 12:45 P.M. (NBC) World Series
- 8:30 P.M. (NBC) The Price Is Right
- 9 P.M. (NBC) Perry Como

THURSDAY

- 12:45 P.M. (NBC) World Series
- 9:30 P.M. (NBC) Tenn. Ernie Ford

SATURDAY

- 10 A.M. (NBC) Shari Lewis
- 10:30 A.M. (NBC) Ruff & Reddy
- 12:45 P.M. (NBC) World Series
- 7:30 P.M. (NBC) Bonanza

SUNDAY

- 1:45 P.M. (NBC) World Series
- 6 P.M. (NBC) Meet The Press
- 7 P.M. (NBC) Shirley Temple
- 9 P.M. (NBC) Dinah Shore

INDUSTRY MEMO

• Now retail dealers may deduct part of their local ad costs from factory prices when figuring federal excise taxes. But only under certain conditions: (1) Deductions are limited to 5% of costs for local newspaper, radio and TV ads. (2) When the factory sells the appliances, ad costs must be billed separately. (3) The factory must refund or intend to refund local ad charges to dealers. (4) Eligible advertising must identify product, retail store.

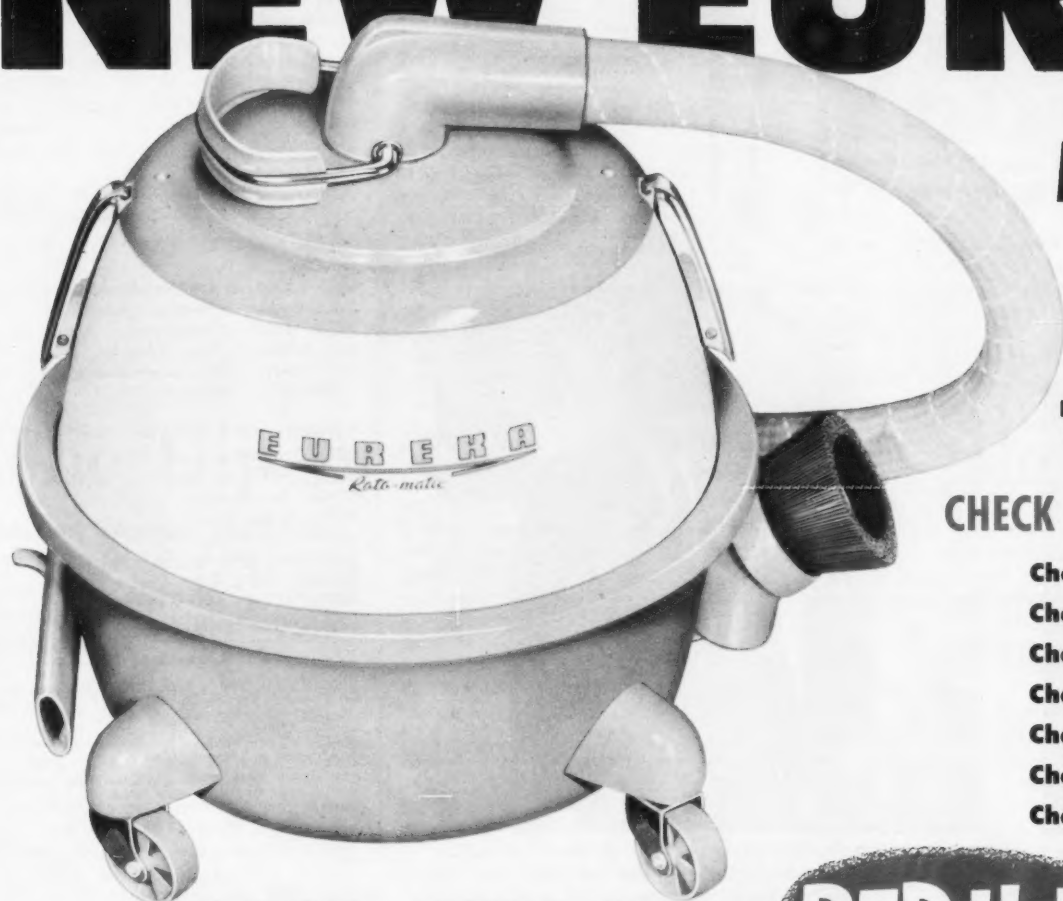
HOTTEST THING ON WHEELS!



Model 860 A-B with exclusive **EUREKA** **TRIPLE-FILTER**

CHECK THESE RED HOT FEATURES!

- Check!** Exclusive Triple-Filter System.
- Check!** 4 ball bearing wheels.
- Check!** $\frac{7}{8}$ H.P. motor.
- Check!** Unbreakable nylon hose.
- Check!** Disposable paper dust bag.
- Check!** Clip-on tools.
- Check!** Easy-Glide rug nozzle.



HOTTEST NEWS ON THE **RED HOT** EUREKA LINE

Eureka's Exclusive New **TRIPLE-FILTER**



**...dust that is ordinarily blown
back into the rooms!**

Now, homemakers can stop following their vacuum cleaners around with dust cloths...wiping up the dust that has escaped back into the rooms. Eureka eliminates this problem with three separate dust filters. Now Eureka filters, filters, filters the air...three separate times.

EUREKA IS HOTTER THAN EVER!

Another new Eureka model!

Made to sell...sell...sell!

Priced low...low...low!...yes, with full dealer profit!

There's no competition for this money-maker on wheels! It has all the deluxe features!...PLUS...Eureka's exclusive Triple-Filter. AND—you can sell it at a price to meet and beat anything on the mar-

ket and still make an honest profit!

No tricky pricing. No "rigged" deals. No price leaders tied to merchandise you can't sell. Eureka has a full step-up line with a solid dealer profit all the way up!

GET IN ON THIS RED HOT EUREKA LINE

Write for additional information today!

EUREKA WILLIAMS COMPANY

A Division of National Union Electric Corp.
Bloomington, Illinois

Send me the details that show how dealers sell more and make more with Eureka.

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____



WORLD APPLIANCE NEWS

- British get in the act with a transistor portable TV
- Japanese typewriters? They may be coming, but not now
- Indian government approves transistor set production

LONDON (McGraw-Hill World News)—The British have jumped into the portable transistorized television act and it may have worldwide ramifications. Or so Pye Ltd. hopes.

Pye has come up with a 14-inch fully transistorized, battery-operated TV and has set the company's cap for worldwide sales. The set

weighs in at 38 pounds, stands 13 inches high, 17 inches deep and 14½ inches wide. The 5½-pound battery, a 10-volt non-acid accumulator measuring less than 5 cubic inches, can provide two hours of viewing time and can be recharged overnight.

TOKYO—What looked like a possible Japanese invasion of the American portable typewriter market—like the transistor radio invasion—has bogged down in the red tape of a market survey. The Nippon Sewing Machine Co., Nagoya, presently is studying the feasibility of exporting 15,000 portables a month, mostly to the United States. The machines would be sold through Brother International Inc. (BIC), New York, a subsidiary.

A spokesman at BIC Tokyo said

the Japanese company had been informed its typewriters couldn't make much headway in the U. S. unless they were priced at around \$20 FOB. "If American dealers insist on this kind of price," he went on to say, "we are not going to manufacture them."

NEW DELHI—The transistor radio is coming to India. With radio imports of any kind banned, the Indian government approved collaboration between foreign manufacturers and Indian companies, which will produce transistor radios.

Under the technical and financial programs, the Dutch firm of Philips will help its subsidiary, Philips India, Ltd., while British General Electric Co. has entered into a similar agreement with its subsidiary, General Electric Co. of India.

"My 19 different Yellow Pages ads help sell everything I sell!"

says W. W. Lynam, owner, Lynam Electric Co., Wayne, Pa.



Display ad (shown reduced) appears under ELECTRIC CONTRACTORS. Call the Yellow Pages man at your Bell Telephone office, for expert help in planning your program.



"I get 50 calls a day from telephone customers, so my Yellow Pages advertising is essential!"



"Every single day, people who walk in and phone in tell me they came in through the Yellow Pages!"



"I attract brand business by showing trademarks and listing my brands in my ads."



Display this emblem. It builds your business!



"The Yellow Pages is my main day-in, day-out way of advertising because it works best!"

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Put Away Your Slide Rule, Harry . . .

. . . there's no figuring this business. You'd think there'd be some correlation between new white goods sales and sales of rebuilt appliances. But it doesn't work that way . . . all the time

To prove a point: Last week EM Week checked top used appliance retailers all over the country about their business in July and August, figuring that slumping sales of new white goods probably had some effect on used appliance movement. Result: 11 retailers had 11 different answers.

Most of them fell into one of four groups, each with its own philosophy about what makes the used appliance game tick. Following are same examples:

"When the new stuff's off, we usually sell the high end of rebuilds," Stuart Grove, of Greenley's, Flint, Mich., spoke for one school. Reasoning: No matter how far off the new appliance business is, young marrieds still need something to do the diapers in and Pop still has to keep his beer cold.

"Used sales are in direct proportion to new sales in our case," disagreed W. E. Grumiaux, advertising and promotion manager for Price's Inc., Norfolk, Va. Reasoning: When the new appliance business is off a little, you don't have trades coming in. There's nothing to rebuild.

"The more you depress the prices on the new stuff," said a refrigerator buyer for a large chain, taking another tack, "the harder it becomes to sell used ones." Reasoning: Why should customers pay \$150 for a deluxe reconditioned unit when brand-new boxes are advertised for \$149.95?

"The market for used appliances is different from the one for new stuff . . . so there's no connection," shrugged a spokesman for George's, Washington, D. C., discount operation. Reasoning: Used appliance buyers are in a category by themselves. They're mostly young people just setting up housekeeping, who buy used appliances figuring they'll buy new ones when they get the money, or maybe they're apartment owners who don't want to risk having tenants' damage brand-new products. In any case, it's doubtful whether the person who is in the market for a new appliance will switch to a used one just because he's short on cash.

How well do these theories hold up when you compare them to used appliance sales over the past few months? Pretty well. The retail sales pattern is so varied—depend-



USED BUSINESS HAS BEEN OFF for Glen Johnson, above, Inglewood, Calif. But he expects it to pick up under Maytag's new reconditioning program.

ing on region and retail operation—you're probably safe in taking your pick of the explanations.

In Cambridge, Mass., for instance, used business at National Sales Co. was up 13-14%. At Fred Schmid Appliance Co., Denver, used sales

averaged 30% higher than the previous year. But at Drake Refrigeration Service, Indianapolis, sales in July and August were about even with last year. And at Haesloop's, Elmira, N. Y., those months were "mediocre."

The Dip In TV—Who's To Blame?

Admiral charged manufacturers who were slow introducing new 19's and 23's were at fault for slumping market conditions

A first-class battle of words was shaping up in the television industry last week as recriminations, charges and countercharges began to fly.

A statement by Admiral's Ross Siragusa Jr. touched off the explosion. Admiral has been off 17-inch sets since February and out of 21-inch sets since spring and Siragusa charged that other manufacturers "lack of faith in the wide angle sets and their incorrect decision to ride with the old 17- and 21-inch sizes

have helped to create the current unbalanced inventory."

Siragusa also blamed those manufacturers with establishing unusually high prices on their 19- and 23-inch models "to serve as an umbrella and to try to convince the dealers of a wide price spread between the old and the new."

Industry reaction was swift and angry. Chief complaint: Admiral's pricing on 19's and 23's was the real source of trouble.

"Admiral's charges are absolutely ridiculous," snorted a rival manufacturer. "The 19's and 23's were ideal for obsolescence and as step-up models. But Admiral came in with them at the same price as the 17's and 21's. This doesn't make

sense. They cost more to make."

Admiral went first for 23's and 19's, pointed out an industry source, and liquidated 17's and 21's at ludicrous prices. "Now," explained the manufacturer, "Admiral is stuck with 19's and 23's."

"From where we sit," one manufacturer said, "the TV industry has had a mild softening in the first months, but it's my opinion that the introduction of new tube sizes has nothing to do with it. The same economic factors which have plagued all industry has caught up with our industry."

"And I don't think the consumer would agree with Admiral on the obsolescence of the 17- and 21-inch sets."

NEMA: Change In Forecasting

Though NEMA last week declined to tell what went on when its consumer products division statistical and market analysis committee met to discuss forecasting (EM Week, Sept. 26), industry sources said the group had agreed on this plan:

An outside research agency, probably Lionel D. Edie & Co., Inc., will prepare a yearly forecast for appliances. Members of the committee who disagree with the agency's findings will have to give their reasons at the forecasting meeting.

NEMA would not comment on any possible committee recommendations, but pointed out that no committee's recommendations are final until they have formal NEMA approval.

The Japanese Problem: Can Industry Get Help?

In spite of increasingly vigorous complaints from U.S. manufacturers, there's no policy change anywhere in sight

Any hope of relief from Japanese import competition probably will have to wait until after the presidential elections, Washington sources believe.

And even then, chances are that the American electronic manufacturers will not have their way.

"The biggest stumbling block," explained an industry spokesman, "is the attitude of our own government. And the election probably won't

make much difference. The new administration, whether it is Democratic or Republican, will probably do everything it can to push free trade.

"After all, there are international minded people in both parties. And then the government's administrative agencies and the State Department also will continue to push for free trade on the grounds that we have to help our allies."

"This situation might get worse—no matter who's elected."

Currently, the Office of Civil and Defense Mobilization is sitting on a complaint against the Japanese made by the Electronic Industries

Assn. OCDM investigators have heard EIA's side of the story and the Japanese's defense, but prospects for action before the presidential election are minute.

EIA sees more trouble ahead. Mark Shepherd Jr., a vice president of Texas Instruments Inc. and a member of EIA's electronic imports committee, warned members that the flood of Japanese transistor radios was but the initial onslaught.

"I strongly believe," said Shepherd, "that the Japanese electronics industry will reassert its production advantages again and again in U.S. markets of their own choosing. As I see it, the present period

is nothing more or less than a short and shallow breathing spell for U.S. industry."

Portable and color television sets will be the next big Japanese export product to the U.S., Shepherd predicted, and these will be merchandised here "in the most aggressive manner."

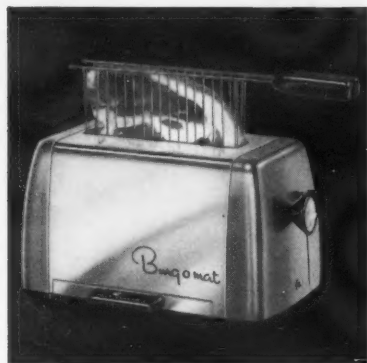
"The Japanese have the capacity to envision, design and manufacture quality merchandise, and their capabilities here are increasing."

And now EIA is trying to head off any reduction in electronic parts tariffs at the forthcoming General Agreement on Tariffs and Trade conference in Geneva.



...that unique, new
idea in portable cooking appliances...

BURG-O-MAT



Chrome-plated grids hold
up to 2 lbs. of steak

Drip tray slides out easily.
Can be cleaned with ordi-
nary soap and water.

Timer lever pushes down to
set exact broiling time.
Pops up when through.

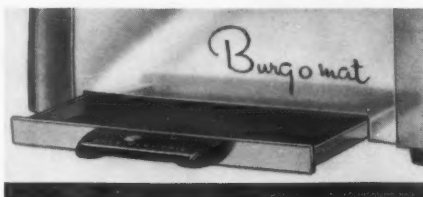
Beautifully finished in bright chrome and anodized coppertone aluminum, this exciting new appliance can be a highly profitable item for you. For complete details on selling the fast-moving Burg-o-mat, write to:

featuring smokeless Vertical Broiling for the best meat you ever tasted

Infra-red elements broil meat on both sides... at the same time to produce that wonderful flavor. Also toasts bread, sandwiches.

IT SPEED BROILS!

...STEAKS IN 6 MINUTES... HOT
DOGS IN 3 MINUTES... HAMBURGERS
4 MINUTES... CUBE STEAKS 5 MIN-
UTES... LAMB CHOPS 6 MINUTES...
BACON 3 MINUTES... HAM SLICES
5 MINUTES...



THE COLE ELECTRIC MFG. CO.
Mansfield, Ohio



Miss America Entry Examines LFC Line

MARYANNE AMES, Springfield's entry in the Miss America contest, and Richard Zenna, Landers Frary & Clark salesman, examine the company's old and new coffeemakers at the eastern states exposition at Springfield, Mass. Miss Ames compares Universal's new Flavor Selector Coffeematic with the older model.

Dealers And Distributors

CONTINUED FROM PAGE 1

to sum up his opinion of the Christmas market. He doesn't think the sales picture will brighten till June, despite Christmas.

"Great Lakes Steel has been laying off employees for three weeks," said Westgate, "and there's no indication that production will perk up in time for Christmas. Business will be off by at least 20% this year."

In Detroit, the consensus is that portable TV, transistor radios and portable phonographs will be Christmas best sellers.

WASHINGTON—The outlook for distributors and dealers in small appliances is good but it's more conservative for handlers of the bigger pieces.

Dealers see a pick-up by mid-November in spite of the poor summer and early fall. Some distributors are predicting a better year than 1959.

A government pay raise earlier this year and Washington's reputation as a stable marketing area are factors contributing to the optimism.

Dealers and distributors agree in their predictions that transistors and portable TV will sell best.

CLEVELAND—Dealer Paul Heiser at Paul Heiser, Inc., thinks that Christmas will be a good selling season but one of declining profits to the dealers. He said that sales should increase by around 10%

while profits decline by about 20%.

A downtown department store spokesman anticipates business will be about the same as last year. "There's not a new electric on the market to spark sales," he said.

Hopeful, but not sure, that housewares will be big this season, dealers and distributors are betting on can openers, steam irons, electric blankets, mixers, percolators and frypans.

CHICAGO—"This is going to be the greatest Christmas ever," said Sol Polk. "TV is going to be really big because of the election. We're coming to the era of the two or three TV set home and portables are getting bigger."

"Housewares could have a great year," he continued, "if the manufacturers will unite to sell the use value of small appliances." Polk looks for big things from coffee-makers, can openers and electric blankets.

SAN FRANCISCO—Discounters in the Bay Area have been stocking housewares at a rate equal to last fall—an exceptionally good season. But independent dealers are playing their small appliance cards close to their vests.

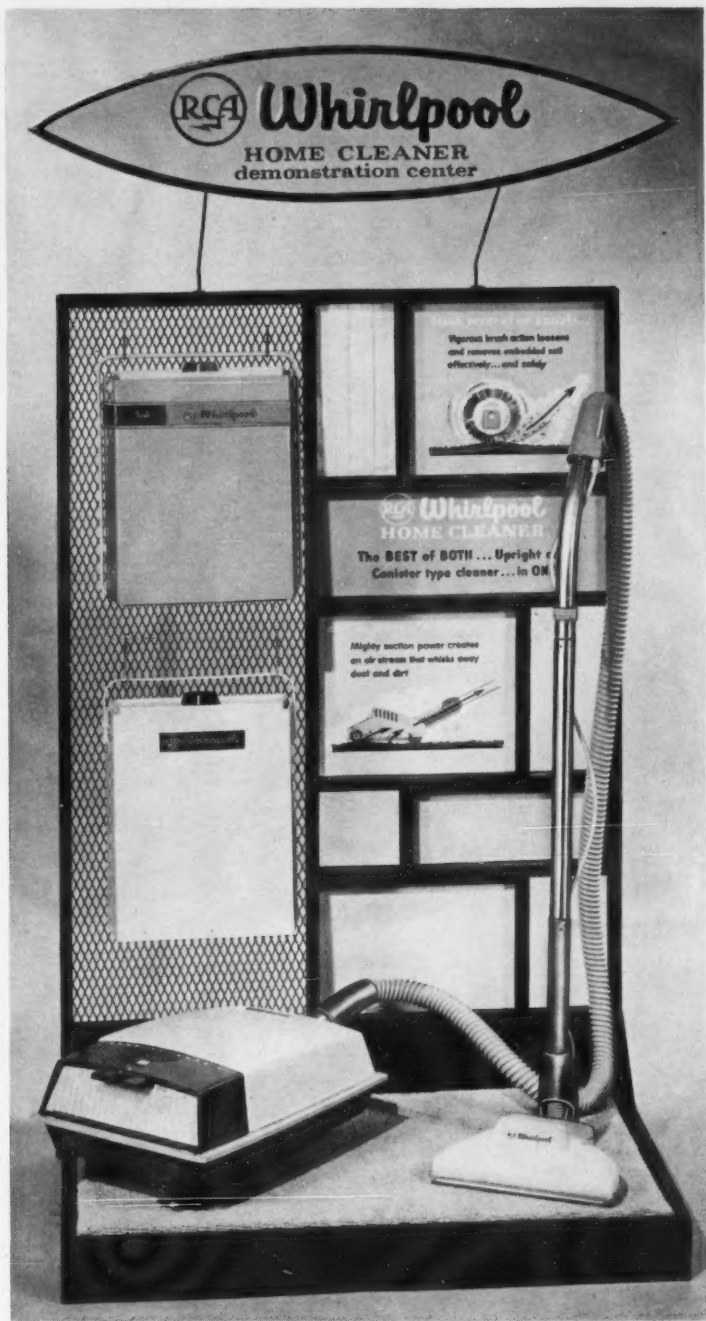
Distributors claim that the independent dealers are being overly cautious and "may be stuck for merchandise when the gift season starts to roll." But the dealers feel differently. One said:

"From the offers they're making me, I know the distributors have adequate stocks. I'm just waiting to get the same price as the drug stores."

We invite comparison!

Check, compare and you'll discover RCA WHIRLPOOL home cleaners deliver the kind of performance you'll be proud to sell!

The RCA WHIRLPOOL is more than just a vacuum cleaner. It's a powerful home cleaning system—all in one unit. The greater suction power of the full 1½ hp. motor creates an air stream that dust and dirt cannot resist. Coupled with an electric motor-driven brush, you have real deep-down cleaning power you can sell with pride and at a handsome profit. One demonstration proves the difference. There are four priced-right models to give you strong step-up opportunities. Don't settle for less! Ask your RCA WHIRLPOOL distributor.



Use this demonstration center to prove the real cleaning power of RCA WHIRLPOOL home cleaners

One demonstration is worth a thousand words. This demonstration center allows you to show all or part of the line, demonstrate the drapery tool on the swatch in the display, and demonstrate the cleaning power of the motor-driven rug nozzle on the attractive carpet.



Perfect for upholstered furniture, draperies, lamp shades, pictures, walls, ceilings and fine orientals or deep-pile carpeting.



Your family will love our family of home appliances

RCA Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

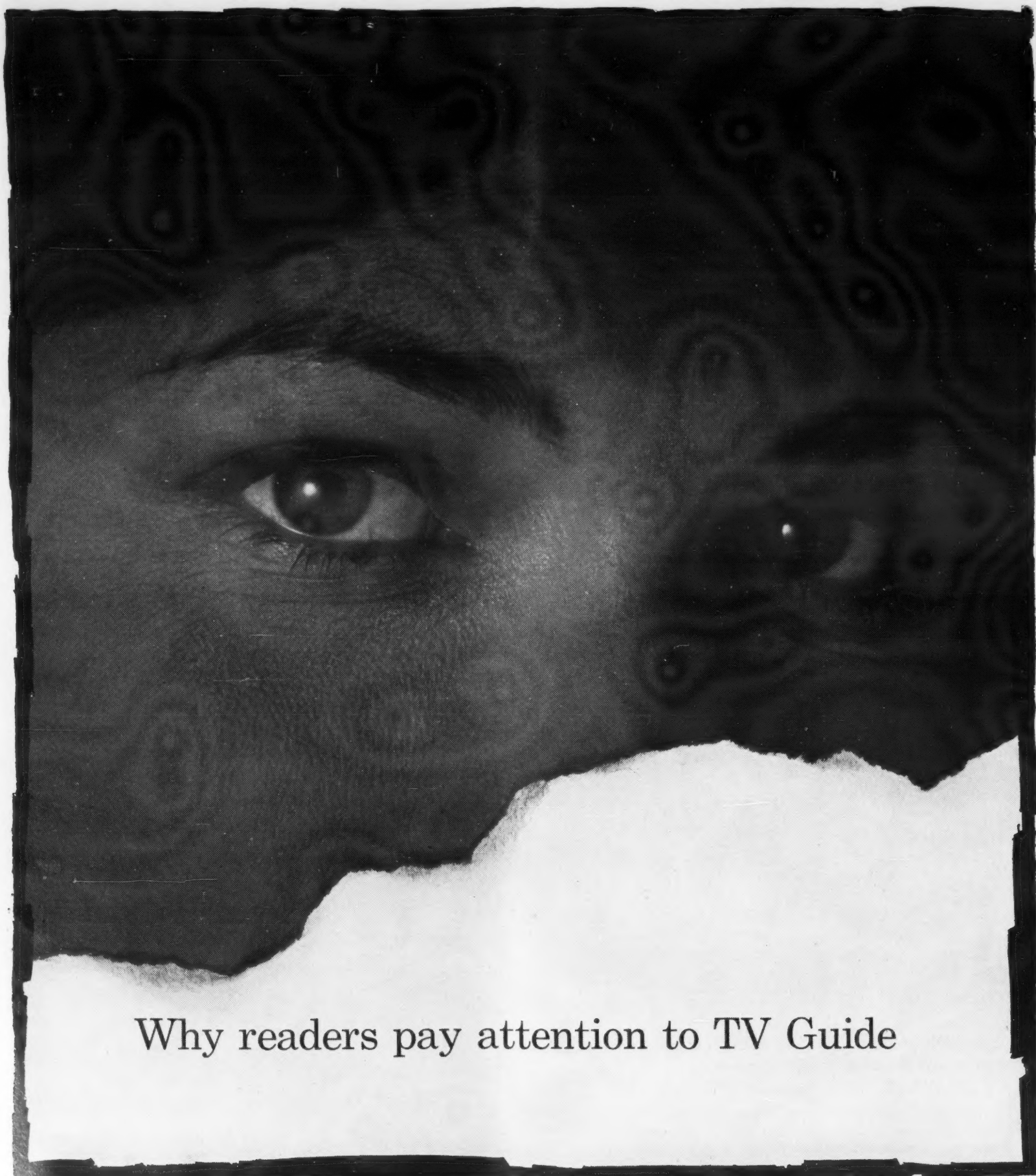
**Get in on the dynamic
PRESIDENTIAL PARADE PROMOTION**

It's timely! . . . It's sales producing!

Ask your RCA WHIRLPOOL distributor . . .



Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!



Why readers pay attention to TV Guide

Selectivity is the dominant characteristic of the TV GUIDE audience. That is one of the major findings of the recent depth study of the magazine's audience conducted by Dr. Burleigh B. Gardner, Social Research, Inc. The vast majority of the TV GUIDE audience read the magazine from cover to cover because—to them—television viewing is an active pursuit. They are concerned with how they spend their leisure time. They are, in fact,

"the most determinedly rational consumers of TV..." And their selectivity extends beyond their viewing. They tend to pick and choose in areas other than time and channel. They insist on facts. They deliberate. More to the point—they pay attention to advertising (which consistently high Starch scores document). And that is one explanation for TV GUIDE's 24% advertising revenue increase this year to date over the same period of 1959.



**Best-selling
weekly magazine
in America**

For a detailed report on the Gardner Study, call your local TV GUIDE office or write TV GUIDE, Radnor, Pa.



CHRISTMAS IS COMING . . . and it may be later than you think. On the calendar the holiday is still 12 weeks away. But in your store it's much closer at hand. In just over four weeks, most stores which add or expand their toy departments for the holidays will begin to do just that. By mid-November a good number of stores will have put up their Christmas decorations. Inside of seven weeks the last Christmas catalog will have gone in the mail. For an idea of just when each of these specific holiday promotional activities is scheduled by big stores across the country, see page 26.

CHRISTMAS BUSINESS CAN BE BIG BUSINESS . . . if you go after it. Last year, for example, 43% of all mixers were sold in the months of November and December alone. Santa thus delivered 1,365,250 mixers, for which he (and his helpers) picked up a tab of something like \$32,814,160. How much of that business did you get? The answer all depends on how hard you tried but if you matched industry averages, here's how you made out: if you sold 57 mixers in the ten months from January through October, you sold 43 in the months of November and December alone. In only slightly varying degree it's the same story for toasters, skillets, coffeemakers and dozens of other housewares items. It's pretty much the same story, too, for radio, stereo and television. And hundreds of hustling major appliance dealers have proved that Christmas time can be a fine time to sell white goods.

Here's How You Can Cash In On Holiday Business

. . . To help you, we've packaged all the ingredients for a successful Christmas merchandising effort in this Special Report. There are free ad mats. These mats are tried and tested; they're the most popular mats offered in previous years as part of U.S. Steel's Operation Snowflake. This year USS isn't running Snowflake . . . but the ad mats are still available, free of charge, exclusively through EM Week (page 13). Next there are displays. We've visited display houses and talked to the manufacturers themselves in producing this fact-filled story which explains just what's new in Christmas displays . . . and how to order them (page 33). And this year, why not try gift-wrapping? Even if you're "all thumbs," you can turn out sophisticated and attractive packages by following the simple drawings on page 24. Finally, we've pulled together some fresh promotional ideas. Some are different, some slightly off-beat. Turn to pages 28 and 36 to see which ones you can use. And Merry Christmas.

all new from



COMPLETE SELECTION FOR PROFITABLE PORTABLE SALES

These sales-getters answer your every need in both stereo and monophonic portables! Every popular price . . . every size . . . every type . . . every color, these phonographs were made to move for you! They offer every benefit to your prospects! Completely new—completely different in styling—exceptional in performance, these V-M models will build a greater sales volume!



model 307

1 V-M Portable Component Stereo System—Model 307

Professional V-M styling! Beautiful Metallic Beige and Brown Case. Also in Gray. • V-M's exclusive 'Stere-O-Matic'® Automatic 4-Speed Record Changer plays *all* records — *all* speeds — *all* sizes. High-Fidelity records sound better than ever! • 'Tone-O-Matic'® Loudness, Balance and Separate Bass and Treble Controls • Four powerful speakers — two in each easily detachable section • Speaker sections may be placed anywhere — even in bookcases or on end tables • **\$129.95 List***



the
"SONGSTAR"

2 V-M Stereo Model 309

• Just swing out the speakers and super stereo surrounds you! • Famous V-M 4-Speed Automatic Record Changer plays both stereo and standard hi-fi records — automatically or manually, and they sound better than ever! Simple controls allow adjustment to suit one's own listening pleasure! Tri-Audio Speaker System—a powerful 4" speaker in each "Swing-Out" detachable section and a giant 6" x 9" in the central unit! Automatic Manual-Play feature. Finger-Lift on Tone Arm. Gold and White Case **\$99.95 List***



model
304

3 V-M Stereophonic Model 304

• Dramatic in appearance, this colorful model is equally forceful in its performance! • Exclusive V-M 4-Speed Automatic Record Changer plays *all* records • Separate volume controls for each channel! • Two powerful speakers: one in the central unit, one in the easily detachable lid for stereo separation up to 16 feet! Tone Arm Finger-Lift and new Automatic Manual-Play Feature for easier single record play operation! Popular Cantaloupe and Off-White Case **\$69.95 List***



model
306

4

V-M 4-Speed Model 306

• A magnificent portable for use anywhere in the home! Smart, rich appearance! Plays 33, 45 and 78 records automatically • New Automatic Manual-Play Feature prevents accidental needle damage after single record play. "Finger-Lift" makes single record playing easier! • Separate Tone and Volume Controls adjust music at a touch! Blue and White or Orange and White Case **\$59.95 List***



model
206

V-M 4-Speed Model 206

• High-flying fashion at a down-to-earth price! Ideal as a manual player in custom hi-fi installations. Perfect for school or church use! Plays records of all speeds and sizes manually! • Tone Arm Finger-Lift for added convenience. External speaker jack and switch—controlled external amplifier jack permit use as a program source for P.A. system! • Built-in 45 rpm Spindle Adaptor lifts into place instantly! V-M stand-out styling! Blue and Light Gray Case **\$49.95 List***



model
205

6

The 'Songfest' V-M 4-Speed Model 205

Pert, pretty — and so very versatile! Add music to the rumpus room or offer it as a gift! • Plays records of all sizes and speeds manually! • Tone Arm Finger-Lift for added convenience! • Powerful speaker system gives amazing sound performance! Built-in 45 rpm Spindle Adaptor lifts into place instantly! Smartly styled, easy-to-carry Red and White or Blue and White Case **\$29.95 List***

*Slightly Higher West.

the **Voice**  of **Music**®
V-M CORPORATION BENTON HARBOR, MICHIGAN
WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

THEY'RE AVAILABLE NOW! AD MATS AND COMPLETE SALES PROMOTION PROGRAM IS READY TO WORK FOR YOU NOW! CALL YOUR V-M DISTRIBUTOR TODAY!



USING EM WEEK'S FREE MAT SERVICE, Bridgeport, Conn., dealer Robert Lederer designs his own Christmas advertising campaign. You can too. Fill out coupon on page 20, send for free mats and . . .

Make Your Christmas Ads Sell For You

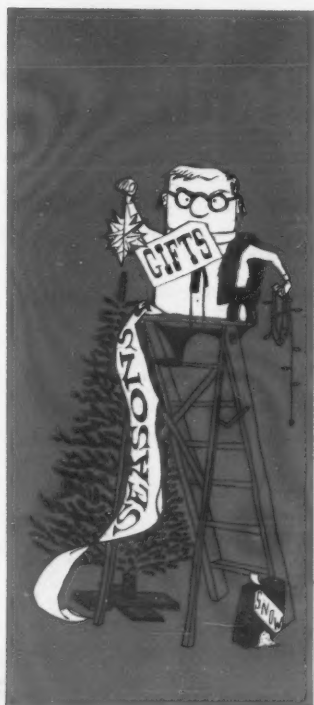
How To Use Them. Lederer's doing it right in the picture above. Note that he uses the mats in the ad service as elements in the ads he creates. In making up his ads for the newspaper, Lederer pastes down logos clipped from previous advertising (1), adds product mats from a manufacturer's mat book (2) and then clips out the elements he wants to use in EM Week's mat service (3).

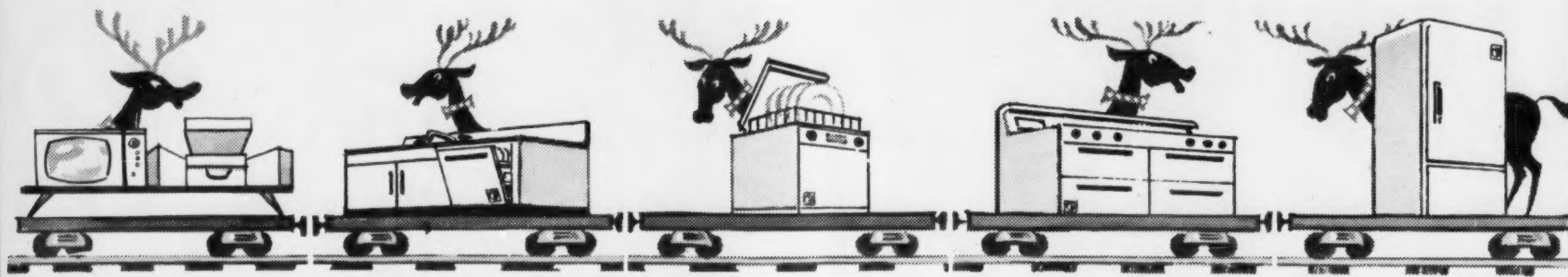
Note that we've grouped the elements into "campaigns." By using elements from a single "campaign" you can create a continuity for your Christmas advertising. But if you want variety, you can go ahead and intermix any of the elements shown on the following pages.

The advertising elements contained in EM Week's Christmas mat service are designed to do just that. And they've already proved that they can produce good results.

That's because the ad elements on the next five pages have been selected from four previous mat services provided at Christmas by U. S. Steel as part of its annual Operation Snowflake. Operation Snowflake isn't being run this winter, but U. S. Steel is co-operating with EM Week in bringing appliance retailers this selection of the best in Christmas advertising art. There's no charge for the mats. Simply fill in the coupon on page 20 and the mats will be mailed to you promptly.

Continued on next page





CHRISTMAS ADS SELL FOR YOU CONTINUED FROM PAGE 13



This head-on version of Santa's locomotive can be personalized for your own store by inserting your own name (or logotype) in the snowflake headlight on the front of the engine.

**MAKE IT A
White Christmas**



The trainload of appliances makes an eye-catching visual element for your Christmas ads. To encourage continuity in your advertising, we've had the train matted in three sizes so you can use it no matter what space you want to use for your ad.



CHRISTMAS CAMPAIGN #1

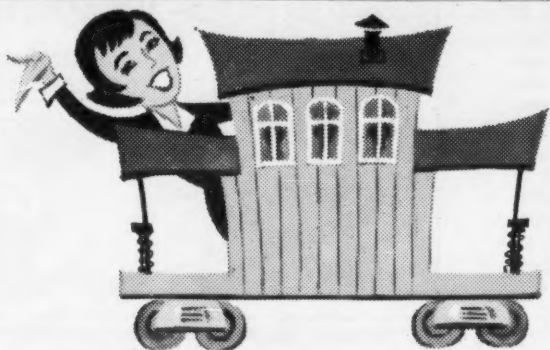
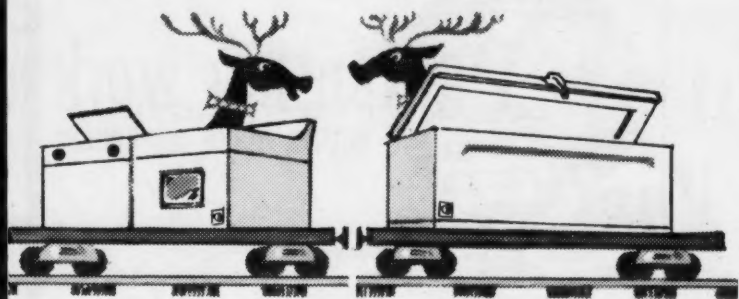
Santa's On The Railroad

The mats on this page provide a perfect example of the versatility which has been built into this Christmas mat service.

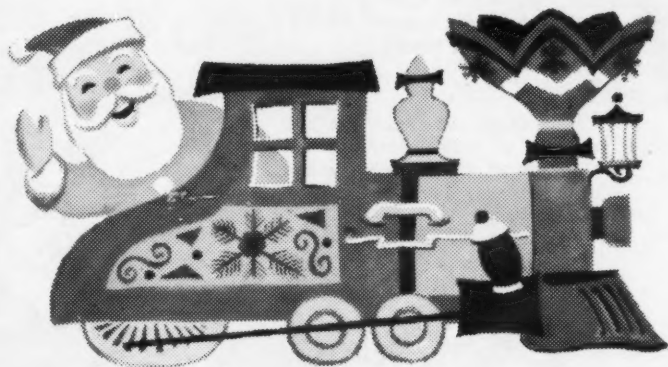
You can add, subtract or divide these illustrative elements in coming up with a variety of ads which will, despite all the addition, subtraction or division still have the same theme. You can hook the flatcars at the far right together to make a big train of appliances. Or you can use the small trains intact. Or you can pick out a single flatcar which features the product you want to talk about and use only that one behind the Santa locomotive.

Here's how to put these clever elements to work. First, turn to page 20 and fill out the coupon. We'll send you a complete set of mats by return mail. If your newspaper prints by letterpress, just give the paper the mats you want to use. If your paper prints offset, you can use the pictures on this page as "repro" proofs for the printer.

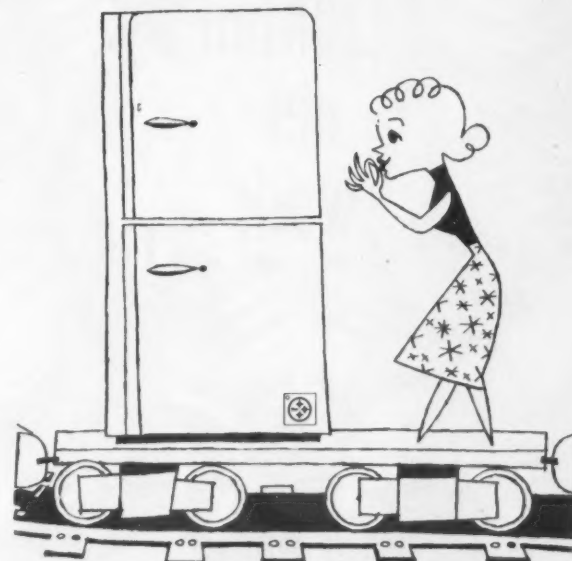




These two elements carry out the "Christmas train" theme and lend themselves to a variety of headlines. You can even use them at front and back of a train made up of your own product mats.



You can hook these elements together or you can use them one at a time. Used individually, they provide ideal illustration for an ad featuring specific appliances. Thus, on an ad featuring refrigerator-freezers you could use the flatcar shown below. Top illustration works with range and refrigerator listings while center car features laundry appliances and dishwashers.



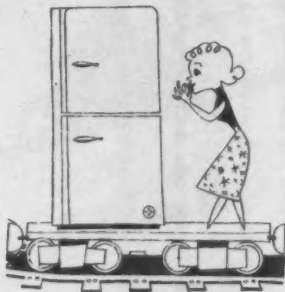
RADIO



RANGE



TELEVISION



You can use these mats for all your Christmas advertising. Although the original Snowflake mats concentrated on appliances, we've added several elements which can be used to illustrate your radio-phono-TV advertising.

CHRISTMAS ADS SELL FOR YOU CONTINUED FROM PAGE 15

CHRISTMAS CAMPAIGN #2

"Lighten Her Work With A Major Appliance"

It's a catchy headline and the "Santa in a balloon" illustration provides the "light" touch. Note, too, that all the extra elements (the snowflake, the ecstatic lady and the parading Santa) carry out this same light touch.

The sample ad at the right shows how one of the balloons can be used to headline and illustrate your ad. You can use the appliance mats we've provided on page 17 or you can use mats provided by your manufacturers.

Finally, you'll find the elements on this page extremely useful even if you don't decide to wrap up all your Christmas advertising with the "lighten your work" theme. The individual elements can be dropped into any holiday ad you design. To order the mats, simply turn to page 20.



Santa and his balloon are the key element in this campaign. Note that we've provided mats of the same illustration in three different sizes so that you can get continuity in your campaign no matter what space you use.



Lighten her work
with a major appliance

Write Your Own
Headline Copy

Appliance Distributor

These are "dangles." They've been matted here so you can use them to "hang" individual appliances below the Santa balloon. You can hang a number of products (as in sample) or just one.

Spot these snowflakes at key points in your layout. In the sample ad, four of these smaller elements have been used.



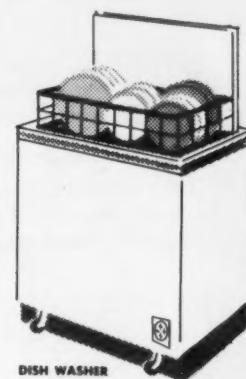
CHRISTMAS CAMPAIGN #3

It's Easy To Create Small Ads Which Work

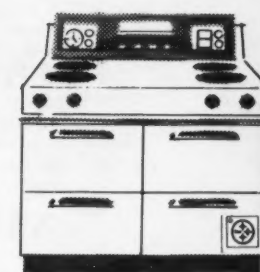
You can put continuity into your Christmas promotion with these coordinated elements which are just the right size for a two-column newspaper ad. Use a different Santa illustration in each ad. You can use the message shown on

the mat or have your local paper set your own message on the card Santa is holding. Use one of the product mats at the right—or use a specific product mat furnished by your manufacturer.

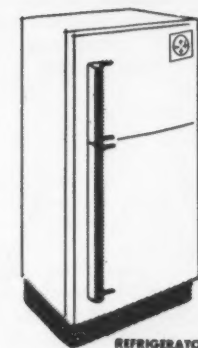
Use These Elements To Build Two-Column Ads Like This



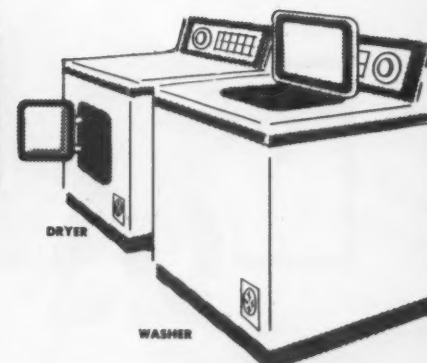
DISH WASHER



RANGE



REFRIGERATOR



DRYER

WASHER



DISCOVER PANAMA

Anyone can run a "trip" . . . only Gibson can run a full scale invasion! And that's just what it will be when 6,000 gold-helmeted Gibson Conquistadors invade Panama via Braniff International Airways' Eldorado Super-Jet!

Again this year, Gibson executives toured many lands to find the right combination of luxury accommodations, sight-seeing, entertainment, shopping opportunities — the "things to see — things to do" necessary for a Gibson convention.

The search was ended when we discovered Panama. Here, in this "off-the-beaten-path" vacation land was discovered the land of the Spanish Conquistadores. Here is located man's greatest alteration to world geography — the Panama Canal. Here is excitement, color, the sights and sounds of the world's crossroads, the ideal contrast between the historical, the primitive, the modern . . . your next Gibson Jet Holiday stop — Panama!



PREVIEW PANAMA AT YOUR GIBSON
DISTRIBUTOR'S OPEN HOUSE!

Watch for your invitation — plan to attend!
The qualifications are easier than ever before,
the rewards richer than you can imagine!

DISCOVER NEW



WITH GIBSON

Fly the world's *fastest* Jetliner to the world's most luxurious hotel, El Panama Hilton, your next Jet stop in The Wonderful World of Gibson!



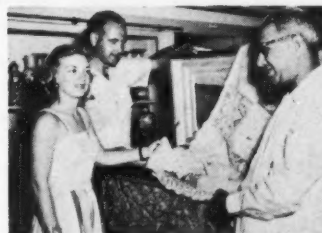
Welcome aboard . . . You'll fly to Panama on Braniff International Airways El Dorado Super-Jet, the world's fastest *Jetliner*. Via Braniff jet, Panama is just "next door" — only 2 hours from Miami, 4 hours from Kansas City.



Gibson hospitality at the world famous El Panama Hilton . . . overlooking the blue Pacific. Located in its own 15-acre estate of luxuriant tropical gardens, every air-conditioned room with its own balcony, here is your next holiday home — El Panama Hilton.



Land of Inca Gold and Henry Morgan . . . yours to explore and enjoy. Five centuries of grandeur and power live in Panama — people, customs, traditions, costumes and scenery — each day a kaleidoscope of tropical holiday attractions.



Shop Panama . . . shop the world. Once it was Inca gold that poured into this global crossroads — today the luxuries of the world, at prices 30% to 60% below U.S. await you. Jade, ivory, camphorwood, silver and copper, porcelain and textiles, plus Europe's finest cameras, watches, crystal and perfumes, at duty-free prices.



The Panama Canal . . . the world united, in one of man's greatest engineering feats. From all points of the compass comes a never-ending parade of boats of all nations, all descriptions, to glide through this global short-cut.



The music and nightlife of Panama . . . bright and gay, international in flavor — pulsating, tempestuous rhythms led by your musical host, Lucho Azcarraga. 5000 Gibson guests previewed this fascinating music in Hawaii . . . you'll enjoy it even more in its true native setting.

PRODUCTS — NEW PROFITS

DISCOVER PANAMA WITH

Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

CHRISTMAS ADS SELL FOR YOU CONTINUED FROM PAGE 17

A CHRISTMAS BONUS SELECTION

These Mats Work In Any Holiday Advertising

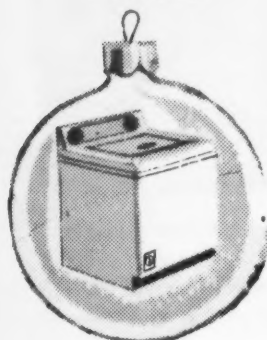
On the preceding pages we've given you a series of mats which can be used individually or in integrated campaigns. The elements on this page don't comprise a single campaign. Instead, they might be called "utility" illustrations. Use them in your regular ads. Or use them in conjunction with the ad elements we've already shown you. They were picked out and included here because they're among the most popular of the illustrations provided by U. S. Steel in its previous Snowflake advertising.

Down the left hand side of this page we've included some "ornamental" products. You may want to use these in illustrating your ads. Don't overlook the possibility, however, of using regular product mats.

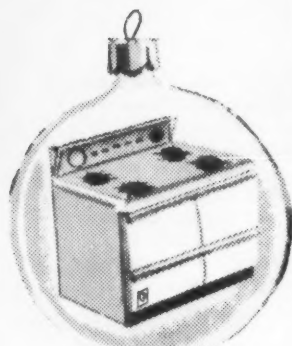
The "situation" mats below are useful at any time during the holiday season. The husband-wife picture, however, is particularly good in an ad directed at husbands—the type of ad you'll be running if your shopping area features "for men only" shopping hours. The "delivery men" illustration is good for an ad featuring last-minute specials for Christmas Eve delivery.



REFRIGERATOR



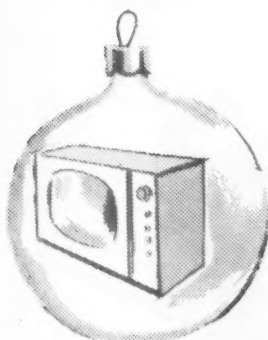
WASHER



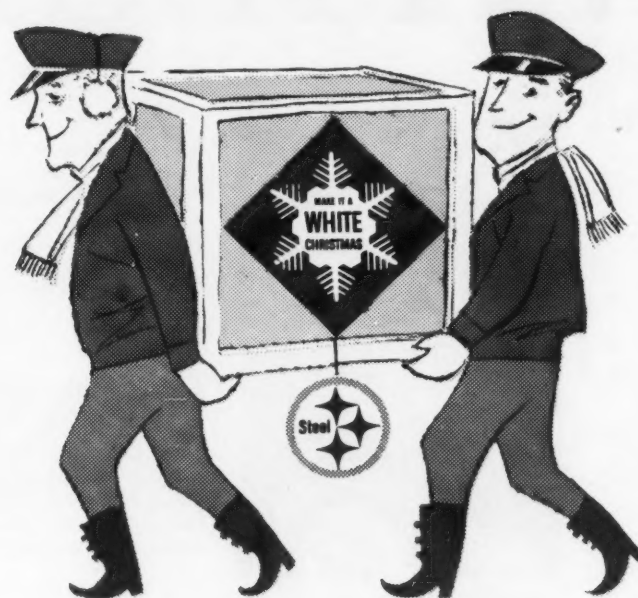
RANGE



DISHWASHER



TELEVISION



YES, I CAN USE THESE MATS

Please send me a set of the mats illustrated on these five pages. I understand this is an exclusive EM WEEK service for its readers and that there is no charge for these mats. Send them to:

YOUR NAME _____

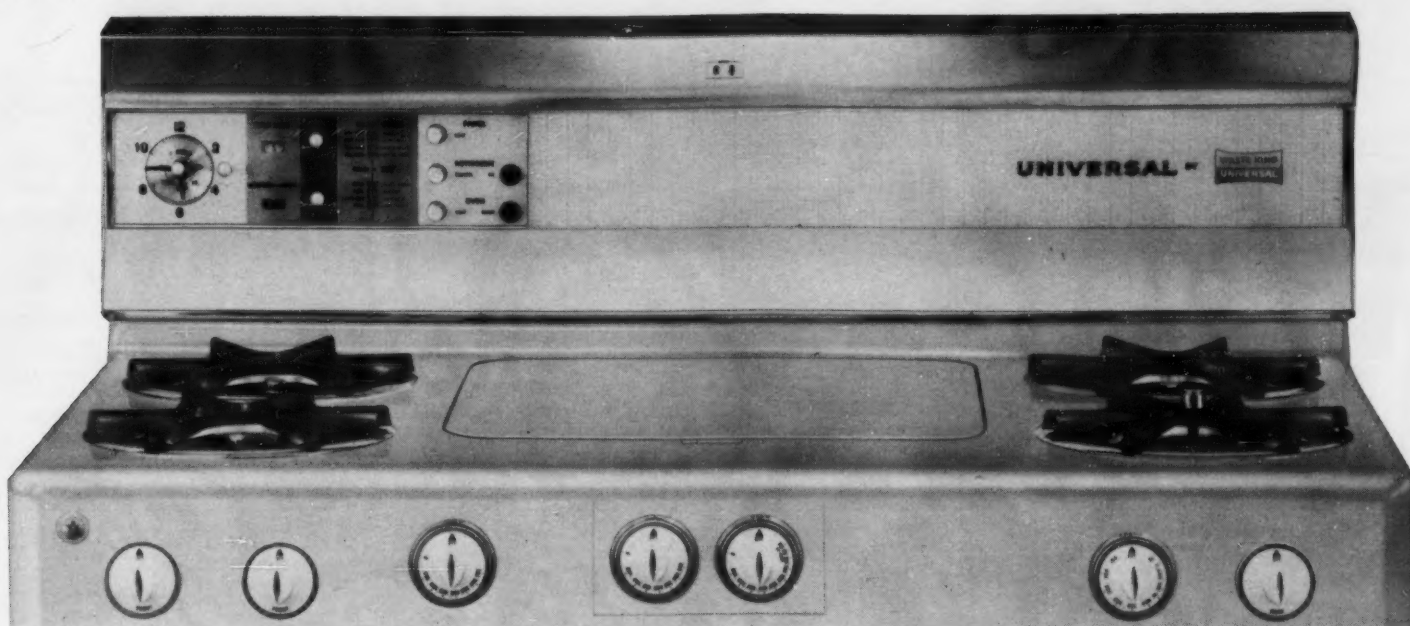
STORE NAME _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

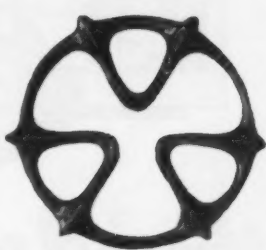
After you've filled in this form, mail it to

EM Week's Ad Service
330 West 42nd Street, New York 36, N. Y.



Introducing...a new range of ideas: The new UNIVERSAL by WASTE KING UNIVERSAL. Dreyfuss-designed to look better—a new shape to the burner grates...new back guards with a look as fresh as tomorrow. **New** Totally NEW...with design by Henry Dreyfuss, world-famed industrial designer. Fresh designs that have already received wide ac-

claim from professional design groups. WASTE KING UNIVERSAL-engineered to cook better—smart, work-saving features with traditional Timer...push or type of minutes oven Proof, Flare-



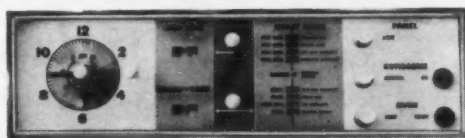
“Swirl-Design” that keeps grease from smoking and flash point. Complete choice of burners: Double-Duty unlimited flexibility, “Burner-with-a-Brain” (A.G.A.

Universal quality. The automatic Roast Guide & Oven button easy, controlled meat. “Air-Conditioned hot spots and cold cor-Proof broiling with



by time, size Baking” liners. Smoke-exclusive reaching the burners with Trademark).

Exclusive Obedient It's a complete line Star Award 40" Im-



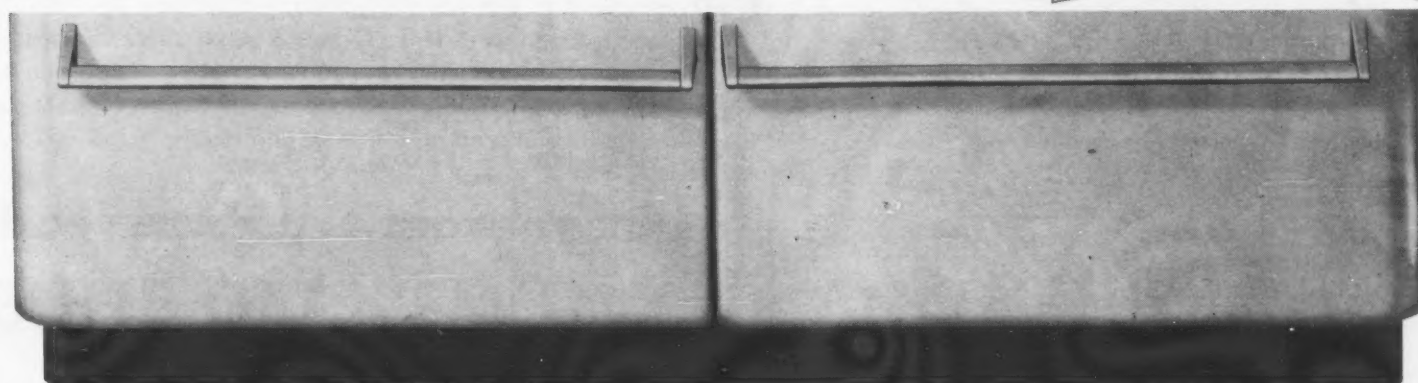
Burners with precision-point flames. ...with 27 models from the big, Gold perial to models for the most penny-

conscious budget. And we're backing the line with complete merchandising packages, including colorful point-of-purchase, and hard-hitting advertising.

For complete information, call or wire collect or write today to:

WASTE KING CORPORATION, Los Angeles 58, California.

WASTE KING
UNIVERSAL



NORTH ZONE
48 DIFFERENT DEALERS
239,833 Sunday Tribune circulation

OVER A MILLION USERS
Tune Zenith TV from their easy chair
SPACE COMMAND
ALL NEW 19 **ZENITH**

OVER A MILLION USERS
Tune Zenith TV from their easy chair
SPACE COMMAND
ALL NEW 19 **ZENITH**

Special Sale
FOR ONE WEEK ONLY!
BEST QUALITY BEIGE COLORED BATHROOM CUPBATH
167" wide
167" high
167" deep
167" wide
167" high
167" deep

Gerber
167" wide
167" high
167" deep

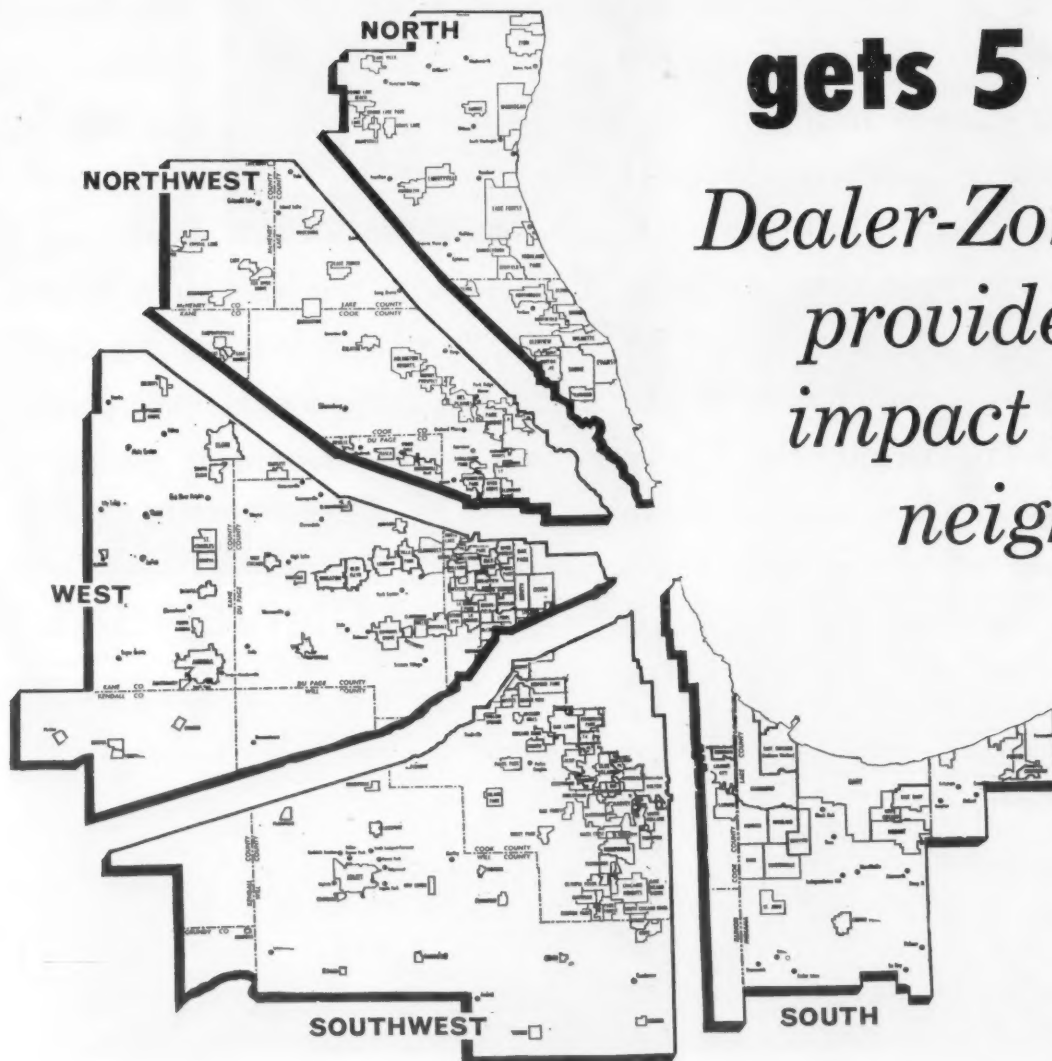
Fall
REMODEL-REPAIR
BRICK
ADDITIONS
FRAME
167" wide
167" high
167" deep

NORTHWEST ZONE
38 DIFFERENT DEALERS
200,903 Sunday Tribune circulation

Here's how ZENITH

gets 5 ads for the

Dealer-Zone advertising provides "buy-it-now" impact at the dealer's neighborhood level



More readers...

THE

OVER A MILLION USERS
Tune Zenith TV from their easy chairs
SPACE COMMAND
ALL NEW 19 ZENITH

WEST ZONE
48 DIFFERENT DEALERS
218,042 Sunday Tribune circulation

SOUTHWEST ZONE
43 DIFFERENT DEALERS
220,865 Sunday Tribune circulation

SOUTH ZONE
44 DIFFERENT DEALERS
130,578 Sunday Tribune circulation

price of 1 in the Chicago Tribune

LOOSELY-GUIDED sales promotion seldom makes a dent in the competitive Chicago market. Chicago is too complex; its potential too great.

That's why an experienced advertiser like Zenith relies on the Tribune's famous Dealer-Zone Plan to concentrate and control its Chicago promotion. It forges the vital, final link between a market-wide program and a neighborhood dealer's local selling. Here's how it operates:

Suppose you are a manufacturer or a distributor planning a Chicago promotion—anything from an extensive program covering several months to a quick shot-in-the-arm for a single week. Either way, a Tribune representative will be glad to work with you every step of the way. Besides supplying critical market-

ing information, he can help you work out the promotion details and conduct special briefing meetings for your sales staff.

Once the package is off the drawing board, the next step is to line up participating dealers throughout the entire market. Here again, the Tribune can help your salesmen with mailings, presentations, portfolios and other merchandising aids.

The Dealer-Zone concept comes into play with your advertising in the Sunday and/or Thursday Tribune. Sunday circulation is split into five separate zones in the city and suburbs. On Thursdays, there's a three-way split.

With one advertisement, you can pack vigorous local impact into your promotion by using a different dealer listing in

each zone. You retain complete control over the advertising program, yet each dealer receives the strongest possible selling support among families best located to trade at his store.

Manufacturers and distributors have invested millions of dollars in this common-sense plan. Dealers back it enthusiastically because it gives them a bigger listing and a closer identity with your advertising. They've seen it work time and time again to produce more sales and traffic.

The best thing to be said about Dealer-Zone advertising is that it works. It works because the Tribune has the sales power needed to make it work. Why not put this profitable plan to work for you in all your Chicago promotions?

**more advertising...more results—
TRIBUNE GETS 'EM IN CHICAGO!**

Chicago
R. C. Tower
1314 Tribune Tower
Superior 7-0100

New York City
E. P. Struhsacker
220 E. 42nd St.
Murray Hill 2-3033

Detroit
W. E. Bates
1263 Penobscot Bldg.
Woodward 2-8422

San Francisco
Fitzpatrick Associates
155 Montgomery St.
Garfield 1-7946

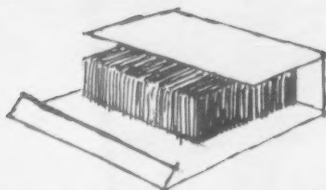
Los Angeles
Fitzpatrick Associates
3460 Wilshire Blvd.
Dunkirk 5-3557



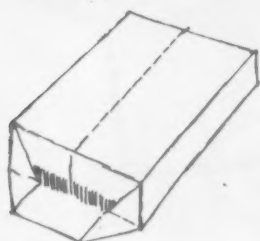
HERE'S HOW TO GIFT-WRAP YOUR MERCHANDISE...

Nothing else you do will so well identify your store as a source of gifts nor give you as powerful a competitive selling tool. Gift wrapping materials are readily available in your community and, after studying the easy-to-follow illustrations below, even the clerk who is "all thumbs" can qualify as a competent Christmas gift-wraper.

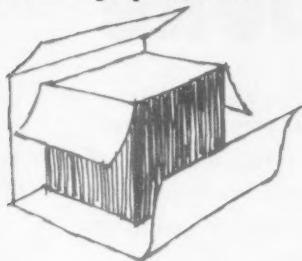
THE FIRST STEP: WRAP THE BOX



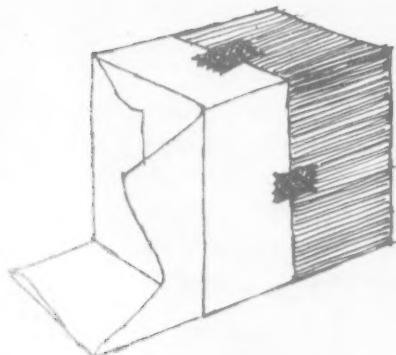
1. Be careful to center the box on the paper so the design shows to best advantage. Cut the paper wide enough so that there will be a one or one-and-a-half inch overlap and long enough so that it extends a little more than half the depth of the box ends.



2. Bring the paper up and overlap as near the center as possible. Fold the paper at the ends; bring the side flaps toward the center. Then fold the remaining flap and secure.

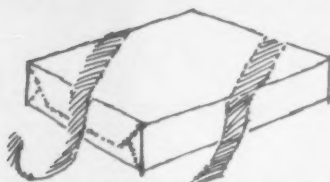


3. If the box is just too large for single sheet of paper, cut a second piece the width of the box top and long enough to extend well down on both sides. Now proceed as above, fastening edge of large sheet to extra-piece as necessary.

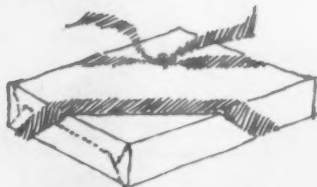


4. Extra large box may require two sheets of paper. In this case wrap one half of the box at a time, fastening pieces at center with tape. Unusually large boxes may take four sheets of paper. Tape sheets together (on wrong side) before beginning to wrap box.

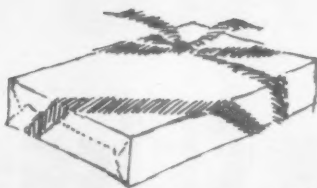
USE DIAGONAL TYING FOR UNUSUAL EFFECTS



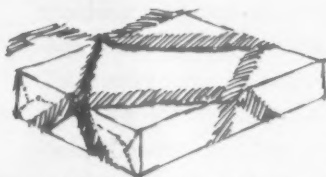
1. Hold short end of ribbon at upper left of box with your thumb.



2. Carry ribbon across top, down side, under corner, up side, across top, under and up to starting point. Cut end and tie in single knot.



3. For extra security, do not cut ribbon as above but bring it straight around box the short way. Then cut and tie.



4. For double diagonal, follow steps above but do not cut end of ribbon. Instead, tie it, then repeat the diagonal tying in reverse direction. (Data courtesy Dennison)

HERE'S HOW TO TIE A ROSETTE, OR POMPOM BOW



1. Make loops of ribbon, twisting each at the center to keep right side turned out.



2. When four or more loops are made, fasten by winding thread tightly around the middle.



3. Make second bow the same way and tie with ribbon at right angles across the first.



4. Spread the loops to make a full, fluffy pom-pom bow. (Data courtesy Norcross)

HERE'S HOW TO FASTEN THE BOW TO THE PACKAGE



1. You can tie the bow in place, using either the end of the tying ribbon (above) or by using a narrow piece of ribbon or spool wire. Slip this under the tying ribbon and tie bow on with a firm knot.



2. Use a simple double bow when many packages must be wrapped quickly. Tie the ribbon in the regular way but arrange it so that one end is three times as long as the other and the shorter one is long enough (usually about six inches) to make loop and one end. Fasten the tying with a single knot and make a loop of the long end, bringing the end beyond the knot the desired length for the end of finished bow. Now bring the looped end across the knot to make a loop the same length as the end.



3. Holding the loops with your left hand, tie the original shorter end into a tight bow-knot of one loop and one end. Cellophane tape may be used to fasten bows on package. Double short pieces of tape through the middle, sticky side out and, with the fold toward the outside, stick to the bow and to the package. Use two folds of tape for each bow. (Data courtesy Dennison)

New Sylvania reflection-free 19" TV

New Sylvania "satin finish" screen does away with mirrorlike reflections that make viewing difficult.

Compact fine-furniture cabinet is slim, trim, easy to tote about with convenient carrying handles. Available in styling to match Early American fruitwood, or smart Contemporary mahogany, blonde oak or walnut furniture. Model 19T01. Legs optional.

Model 19T01. Early American styling with finish to match fruitwood furniture. Optional matching bases in all finishes.



New Sylvania reflection-free 23" TV

Better looking off with reflection-free "satin finish" screen—new Woodblend HaloLight® that blends with the cabinet—new fine-furniture cabinetry, including models by Heywood-Wakefield.

Better looking on with new reflection-free picture—new Woodblend HaloLight surround-lighting that lights up and blends with the picture—big squared 23" screen with shatterproof Bonded Shield.

*174 sq. in. viewing area.

†275 sq. in. viewing area

Model 23C35 in walnut veneer. Also in finishes to match mahogany and blonde oak furniture.

For '61...only Sylvania gives you reflection-free 23"† and 19"* TV (measured diagonally)

From 19" models suggested to retail as low as \$189.95 to 23" consoles in cabinets by Heywood-Wakefield—every Sylvania reflection-free TV has a special "satin finish" safety screen that *eliminates glassy reflections from lamps, windows, interiors*. Bonded right to the picture tube, this safety screen also prevents dust from being trapped on the tube face. Result: a brighter, clearer picture.

We're pre-selling your prospects with 4-color ads in top national magazines and with persuasive commercials on NBC radio. And to bring traffic on the run, you can offer a complimentary bottle of Lanvin "My Sin" perfume to everyone who comes to your store for a '61 Sylvania demonstration. Call your distributor today. Sylvania Home Electronics Corp., Batavia, N. Y.



Ordinary TV reflects light from lamps, windows, interiors—picture is "boxed in" by darkness—hard to watch.



Sylvania TV is reflection-free, and much easier to watch with new Woodblend HaloLight surround-lighting.

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**



NOW Is The Time To Start Christmas Selling

That's the advice from members of National Retail Merchants Association. NRMA's cross-country dealer survey gives you a yardstick for timing all phases of your holiday selling

NRMA polled a select list of 930 member stores, ranging in annual volume from \$1 million to over \$200 million. Results of this nationwide survey show that the majority of

retail Christmas promotions start early in the season.

"In November," affirms Edward F. Engle, manager of NRMA's sales

promotion division, "stores, stocks and selections are greatest, the aisles are less crowded than in December, and the salespeople have more time to advise customers on gift purchases. Stores which are ready in November benefit both customers and employees alike."

Here are the complete results of the survey to help you plan your own holiday selling schedule:

Do you mail a Christmas catalog?
Yes—replied 53% of stores polled.

When do you mail your catalog?
3rd week in Nov. 28%
1st week in Nov. 27%
2nd week in Nov. 27%
Thanksgiving week 6%
Single replies said mailing starts as early as Oct. 20, as late as Dec. 1.

Do you use newspaper supplement?
Yes—replied 29% of dealers asked.

When does supplement appear?
Last week in Nov. 33%
1st week in Dec. 11%

Do you use a special toy catalog?
Yes—said 36% of dealers.

When do you mail toy catalog?
1st week in Nov. 38%
4th week in Oct. 14%
3rd week in Nov. 11%
2nd week in Oct. 10%
3rd week in Oct. 8%
2nd week in Nov. 8%
Single replies ranged from Sept. 15 through Nov. 25.

Your toy department—when do you open or expand it?
1st week in Nov. 25%
2nd week in Oct. 14%
4th week in Oct. 12%
1st week in Oct. 9%
3rd week in Nov. 6%
4th week in Nov. 4%
1st to 15th of Sept. 4%
3rd week in Oct. 3%
15th to 30th of Sept. 1%

Trimming your main floor—when do you start decorating?
3rd week in Nov. 37%
4th week in Nov. 31%
2nd week in Nov. 15%
1st week in Nov. 13%

Decorating your upper floors—when do you start Christmas trimming?
3rd week in Nov. 29%
1st week in Nov. 21%
2nd week in Nov. 18%
4th week in Nov. 16%
Last week in Nov. or 1st week in Dec. 8%

The Salvation Army and other street solicitors—when do they appear in your town? On or about Thanksgiving, said 52% of NRMA stores polled. Between Dec. 1 and Dec. 10 said 24%.

Your November advertising—do you use a Christmas or pre-Christmas theme? 81% said yes.

When do you start Christmas ads?
3rd week in Nov. 34%
1st week in Nov. 28%
4th week in Nov. 20%
2nd week in Nov. 9%
Single replies ranged from Oct. 25 through two weeks before Christmas.

Do you run a pre-Christmas sale?
Yes—replied 42% of stores polled.

When is your pre-Christmas sale?
3rd week in Nov. 26%
Last week in Nov. or 1st week in Dec. 23%
4th week in Nov. 16%
1st week in Nov. 9%
2nd week in Nov. 8%

Use these figures as a handy check list. Here's a summary:

- Catalogs—The majority of stores mail catalogs no later than Thanksgiving; toy catalogs earlier.
- Newspaper supplements—schedule them for last week in November.
- Store decorations—Most dealers start trimming main floor just before or just after Thanksgiving; upper floors a week earlier.
- November advertising—Most stores advertise Christmas gifts in November, starting before Thanksgiving Day (Nov. 24).
- Pre-Christmas sales—From right after Thanksgiving to Dec. 10.

Now at America's most progressive distributors

ACCO

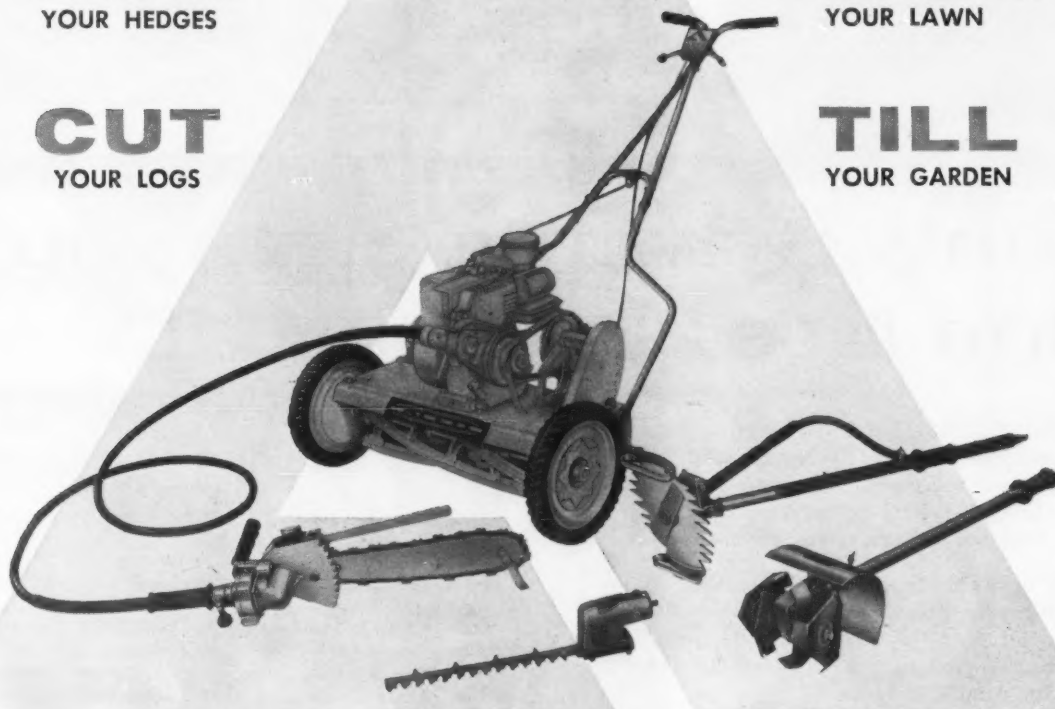
THE ONLY POWER MOWERS IN
THE INDUSTRY THAT WILL:

TRIM
YOUR HEDGES

CUT
YOUR LOGS

EDGE
YOUR LAWN

TILL
YOUR GARDEN



BOOST YOUR PROFITS Beef Up Your P. & L. Statement. Just look at ACCO'S exclusive 'Big 5' sales features! — Most complete line from any distributor — New Power Take-Off Kit — Convertible Outboard Mower—Christmas Bonus Promotion for extra sales—Hard-hitting, colorful national advertising.

Intentionally better . . . by design

ACCO
POWER PRODUCTS DIVISION

American Chain & Cable Company, Inc., Stevens Lane, Exeter, Pennsylvania
Executive Offices: Bridgeport 2, Conn. — Export Dept.: 230 Park Ave., New York 17, N. Y.
Canadian Sales Agents: John A. Huston Co. Ltd., Toronto 10, Ont., Canada



Dishes FOR A FAMILY



OR Dishes FOR THOUSANDS



NOBODY HAS MORE EXPERIENCE WASHING DISHES THAN

KitchenAid® OF HOBART

Thousands can be served at a single meal at the Fontainebleau Hotel in Miami Beach. You can imagine the dishes that have to be washed—but gigantic 60-foot Hobart dishwashers do the job!

What does this mean to you as a dealer? Just this: the same experience, know-how and quality that go into designing and building these world's largest dishwashers are ALSO in the KitchenAid family-size dishwashers made by Hobart. No other home dishwasher has this background!

Want MORE REASONS why you should sell KitchenAid? Listen...

YOU SELL CUSTOMER SATISFACTION! KitchenAid performance dependability holds service calls to a minimum. Your profit is protected with KitchenAid. Happy customers are "selling" customers for you.

YOU SELL EXCLUSIVE FEATURES! No other dishwasher has KitchenAid's exclusive big, blue, lifetime power wash arm. No pre-rinsing necessary—it SCRUBS, while others shower or spray. No other dishwasher has KitchenAid's exclusive Flo-Thru drying—sanitized, warm air FLOWS around every dish and gives it a shining finish.

YOU SELL A COMPLETE LINE! There's a KitchenAid for every

prospect and every kitchen: portables and convertible-portables, dishwasher-sink combinations, free-standing units, and built-ins. Finishes: stainless steel, antique copper, wood hue copper tone, traditional white...or you can match colors locally. And the prices and profits are RIGHT!

YOU GET MORE ADVERTISING SUPPORT! No shoot-the-works splash one month, then nothing after that. Instead, you get consistent, continuous KitchenAid consumer advertising in leading national media *every single month of the year*. PRE-SOLD prospects are easy "closes."

AND...RIGHT NOW, PORTABLES ARE "HOT!" Call your KitchenAid distributor for his "deal" on the convertible-portable above, the full-size portable at the right, or any other KitchenAid model.

CASH IN NOW on the powerful KitchenAid advertising support being given you during the selling season in the leading national publications...plus KitchenAid portables' participation in many network TV shows.

KitchenAid Home Dishwasher Division • The Hobart Manufacturing Company, Dept. KEM-P, Troy, Ohio • In Canada: 175 George St., Toronto 2.



12 Christmas Promotion Ideas You Can Use

A touch of your own originality—well promoted and advertised—can do wonders for Christmas sales. These ideas will help you identify your store as the one place in town where Christmas spirit is in full swing. And somewhere in this list is the perfect idea for you.

★ **Pull in more traffic** by making your store a center for donating gifts to the needy. Give a local scout troop space in the back of your store for a "Santa's helpers" gift collection booth.

★ **Be your own Santa Claus.** If you use either your picture or a store character in your ads during the

year, dress it up with a Santa beard and hat. Spot your Santa here and there in ad copy.

★ **Early season and last minute** inventory can be moved with a "Christmas script" plan. For early purchases of major appliances offer a discount certificate applicable to last-minute giftware. Promote the idea that customers' budgets can have it both ways this year—room for the big gifts and also, because of special script, money still available for those impossible-to-budget last-minute items.

★ **Use trees and wreaths** as premiums. Stock them yourself, or better

yet, arrange a deal with one of the non-profit groups who sell trees.

★ **Hold a contest** for the best outdoor holiday decoration. More and more people are lighting up the outside of their homes with elaborate plays. Make your Christmas customers eligible for a major appliance prize or a merchandise certificate on your post-season sale. Get a civic leader or a utility representative to judge the decorations.

★ **Or hold a color TV contest** and promote your chance of selling more color this season, as well as building traffic for other majors. A dramatic prize like a color TV

delivered Christmas Eve might be more valuable and less expensive than premiums or tie-ins. Don't forget to hold the drawing in your store (Thursday evening, Dec. 22). Promote the contest with spot ads: "Will you be the lucky one to own a free color TV on Christmas Eve? See all the special holiday shows in color—the Rose Bowl, etc. . . ."

★ **Clear your stock before Dec. 25.** Because you'll normally do little business in majors and TV-stereo during the last 10 days before Christmas, get the jump on competition with a pre-Christmas sale. And you'll get higher prices than later when everybody is cutting price. Your slogan: "Buy now at January clearance prices. Enjoy your (product) now, and through the holidays ahead." And for your regular January sale feature: "Rock-bottom prices on leftovers from our sensational clearance last month."

★ **Try an off-beat approach** in special ads. Paraphrasing a popular and much-talked-about national advertising campaign can do the trick. A Los Angeles store, Wm. E. Phillips Co., had success last year with this one: picture of Santa talking to little girl; caption read, "No I'm not really a bank president, I'm a nuclear physicist . . . but as a thinking Santa, I buy all my presents at . . ."

★ **Put the visiting relatives to work for you.** Since Christmas time is reunion time for many families, offer a free prize for the lady who purchases a major appliance and who has the most out-of-town relatives for Christmas dinner. Variations on this theme include discounts comparable to total weight or height of visiting relatives, free toys for grandchildren. Try "trade in your relatives" as a headline stopper.

★ **Don't forget toys.** Feature a grab bag of 10-cent toys. Kids accompanied by parents get a free reach into the bag. Or feature "free \$60-100 worth of toys" with purchase of major appliance or console TV. Don't let the advertised Christmas list on toys scare you. One dealer featured a \$69.95 stockingful—his cost was \$19.50. But order now, and next year order in July for an even better price.

★ **Tie in with other local stores** to offer bonus gifts on major sales without the inventory headache. Almost any kind of gift is good, but one of the most original was used last year by Conright's, Anchorage, Alaska. With each major appliance sale, Conright's gave a gift certificate for the local hobby center. Certificates got pick of several toy appliances for customers' children.

★ **Use direct mail extensively.** Don't spare the expense, because during this season you can expect to win back customers whom you haven't seen all year. Keep your mailing pieces uncluttered and dramatic to stand out from competition. A jumbo post card with lists for Mom, Dad, Sis, Brother, etc. will be kept and used in gift planning if you list only three or four items under each person; leave several more blank spaces for family to fill out.

NOW A HOME TV ACCESSORY WITH MASS CONSUMER APPEAL



NEW Blonder-Tongue TV/FM POWER BOOSTER* Model BTA...only \$18.95

OFFERS MORE GAIN THAN EVER BEFORE POSSIBLE AT SUCH A LOW PRICE

MASS CONSUMER APPEAL

■ Sells in volume in small town, big city, prime or weak signal areas ■ Improves TV (black & white or color) and FM reception by boosting signal strength. (7 to 9 db, channels 2-13; 4 to 8 db FM) ■ Installs in seconds with only a screwdriver ■ Features stripless 300 ohm terminals and "on/off" switch ■ Employs low-noise frame-grid tube ■ Works with indoor or outdoor antennas ■ Improves performance of 2, 3 and 4-set installations

THIS SEASON'S MOST PROFITABLE TV ACCESSORY

The dramatic improvement in reception offered by the BTA coupled with easy installation and low price will make it your #1 profit-maker.

EFFECTIVE NATIONAL ADVERTISING

★ TV Guide ★ Electronics World ★ Radio-Electronics ★ Popular Electronics ★ Electronic Technician ★ PF Reporter ★ Home Furnishings Daily ★ Electrical Merchandising Week ★ Radio & Television Weekly . . . plus a host of sales aids.

Spark your fall sales drive with the BTA—Contact your Blonder-Tongue distributor, or wire, phone, write for details.

Dept. EM-10

engineered and manufactured by BLONDER-TONGUE, 9 Alling Street, Newark 2, N. J. Export: Morhan Export Corp., New York 3, N. Y.

Bank on Dormeyer for '60 Fall Sales



America's
most complete line of
household appliances

Dormeyer

*I'm at my best
in a Dormeyer!*



Deep-Fry Sauce Pan. Perfect heat control ends guess-work and pot-watching for all deep-frying, sauce pan cooking. Big 4-qt. capacity. Forged aluminum. Completely immersible. With cover, deep-fry basket. **Model SP-1-BU.**

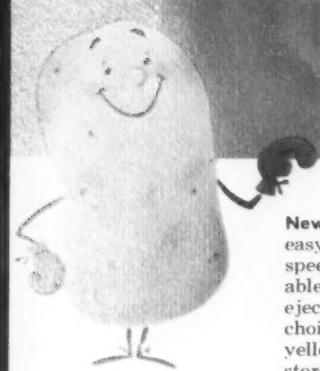
Fri-Well. Fries, roasts, cooks, even stews enough to feed 8 hungry people. Automatic thermostat control. Signal light. Includes cover, fry basket, 6-ft. cord. Gleaming chrome finish. **Model DF-1-CH.**

Deep-Fry Cooker. Great for fried chicken, doughnuts, etc. Holds four quarts of stews, soups, other foods. Fully automatic. Signal light. Thermostat control. With cover, fry basket. **Model DF-2-BU.**

Grill-Well. Family-size for big appetites! Holds 15 hamburgers. Completely immersible when probe is removed. Made of cast aluminum. Cover with easy-to-adjust steam vent. 6-ft. cord. **Model GW-2.**

Deluxe Fri-Way Electric Skillet. Fries, braises, cooks, bakes, stews, casseroles. Automatically controlled heat assures perfect meals. Wash completely under water. Forged aluminum. With cover. **Model SK-1-BU.**

*Don't mind
being whipped
by a
Dormeyer*



New deluxe Portable Mixer. Light in weight for easy one-hand operation. 3 full-power balanced speeds for thorough mixing. Handy new detachable cord. Push button, release automatically ejects two king-size nickel-chrome beaters. In choice of kitchen-matched colors of white, pink, yellow, turquoise or chrome. Hangs on wall or stores in drawer when not in use. **Model HM-6.**



Exclusive Push-Button 3-Speed Blender. World's first push-button blender! Provides 3 speeds to blend, chop, puree, mix, even pulverize. Big 48-ounce container won't break, yet can be boiled. Slip-proof and measure-marked for extra convenience. Powerful motor never needs oiling. Chip proof base in kitchen-matched colors of pink, white, yellow, turquoise. **Model BL-2.**

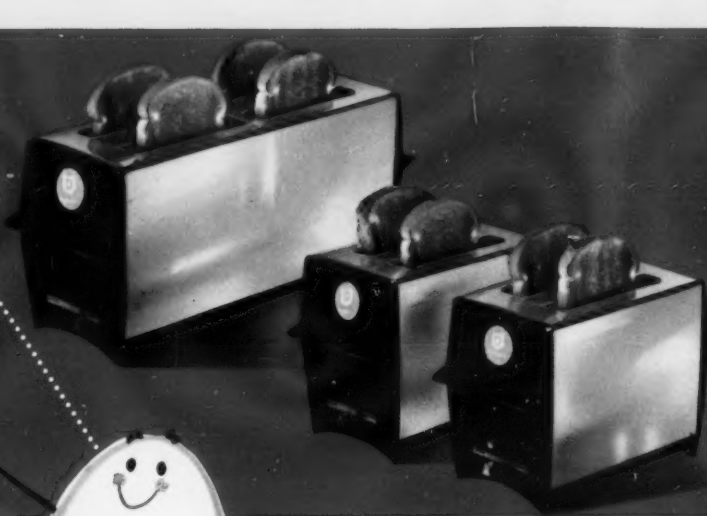


Silver Star Mixer. Fashion-crafted in gleaming chrome. Mixes everything from egg whites to bread dough with 10 full-power governor-controlled speeds. Mixer head is easily detached for portable use. Complete with 2 mixing bowls of lifetime stainless steel plus meat grinder attachment. Chip-proof base. Automatic beater release. A mixing masterpiece. **Model SM-12-CH.**

*I love to
get boiled in
a Dormeyer!*



Hurri-Hot Electric Cup. Warms, heats or boils quick as a wink. Ideal for soups, gravies, instant tea or coffee, warming baby's bottle. 4-cup capacity. Egg rack included. Chrome finish. **Model HC-1-CH.**



New 4-Slice Automatic Toaster. Streamlined, family-size to eliminate breakfast table bottlenecks. Illuminated 5-shade color-range guide. Sparkling chrome finish. Hinged crumb tray. **Model TR-6-CH.**

New Automatic Self-Lowering Toaster. Insert bread, it lowers automatically, pops up toasted in any of 5 shades. Wide wells. Gleaming chrome finish. **Model TR-7-CH.** Same as above, less self-lowering feature. **Model TR-5-CH.**

New Automatic Electric Can Opener. Opens most size cans in less than 5 seconds. Magnet holds lid, prevents it from falling. Gleaming white finish, chrome and gold accents. Cord stows away in back. **Model CO-2.**

Knife and Scissors Sharpener. Puts a keen, professional sharp edge on any shape knife or scissors. Safe, fast. Easy to operate. In white, pink, yellow, or turquoise colors. **Model KS-1.**

*I love being
brewed in a
Dormeyer!*



Golden Goddess Coffee Maker. Modern Danish design fabulously fashioned in lifetime stainless steel, accented with 24 kt. gold trim. Brews mild, medium, strong. Never re-percolates. 4-10 cup capacity. Has signal light. **Model CP-3-GO.**



New Spoutless Coffee Maker. Sleek new design with lustrous Silver-Smith finish. Open spout simplifies cleaning, makes pouring easy. Fully automatic. No controls to set. Beautifully balanced handle. With 6-ft. cord. 8-cup capacity. **Model CP-8-BU.**



New Coffee Well! Has the sensational new BRU-VUE handle. Brews 10 cups, signals when coffee is ready, automatically keeps coffee piping hot. Re-heats without re-percolating. Gleaming chrome finish. No drip spout for easy pouring. **Model CP-10-BU.**



New Immersible Coffee Maker. Exclusive BRU-VUE handle tells at a glance exact number of cups of coffee inside. Brews 3 coffee strengths. Completely immersible. Polished chrome. Makes 4 to 10 cups. Removable probe control. **Model CP-11-CH.**

Probe control
with 3-Strength
brew selector
and signal light

BRU-VUE Handle
Shows exact level of
water or coffee remaining

*All the gals
love 'em!*



Princess Mixer. Beautifully styled mixer with electric can opener and grinder attachments. 10 full power speeds. Sparkling chrome finish mixer head is detachable. 2 opal glass bowls included. **Model SM-6-CH.**
Mix-Well Mixer. Similar to Princess Model, with Arctic White mixer head, and without can opener attachment. **Model SM-6-WH.**



Mix-Maid Mixer. Costs so little yet its 9-speed motor does all kitchen jobs. Gleaming white mixer head is detachable. Automatic beater release. 2 opal glass mixing bowls and white stand. **Model SM-14-WH.**



New Spray-Steam-Dry Iron. Exclusive Roto-Cord swivels 140° for easy right or left hand use. Button touch change from dry to steam. 17 steam-ports cover wide area. Use ordinary tap water. **Model ST-3-TQ.**
As above, with ebony handle, without spray feature, Model ST-2-BU.



New Pink Whisper Electric Hair Dryer. Whisper-quiet action! Cool, warm or hot air. Comfortable vented hood. Pick-up handle. Accessories store in exclusive Porta-Pak in back of durable pink and white plastic case. **Model HD-1.**

Bank on **D**ormeyer

**To Protect Profits . . .
Insure Volume . . .
Guarantee Traffic**
during your most important selling season

- A brand new line!
- Exciting new fashions in appliances!
- Dynamic new promotions!
- Dramatic new advertising!

*Ask about this new plan that offers six college scholarships, each worth \$2,500. Can be used for your child, or offered as prizes in local contests.

Bank your child's
future, too, with
Dormeyer's Scholarship
Incentive Plan*



Exclusive 10-Point Plan of Selective Distribution

- The Integrity Line.** For more than 36 years, Dormeyer Corporation has been dedicated to fair dealing with trade and consumers, with producing only appliances of highest quality. *Moral: You can depend on performance when you Bank on Dormeyer.*
- The Leadership Line.** Dormeyer was first with national franchised distribution to help bring back decent profits for both dealers and distributors. *Moral: You can depend on industry leadership when you Bank on Dormeyer.*
- Leader in Market Strategy.** Leadership proved through helping stabilize the industry following the collapse of Fair Trade. *Moral: You can depend on far-sighted market strategy when you Bank on Dormeyer.*
- Complete Electric Housewares Line.** Customers need not shop around when you can offer them America's most complete line of household appliances. *Moral: You give the customer what she wants when you Bank on Dormeyer.*
- Biggest Profit Line.** Compare! Dormeyer takes a back seat to no one when it comes to offering you the best profit per appliance in the industry today. *Moral: There's more money to be made when you Bank on Dormeyer.*
- National Sales and Merchandising Plans.** Through eyes and ears, at home or away, the consumer gets the Dormeyer story from constant radio, TV, magazine, billboard, and newspaper advertising. *Moral: The consumer gets the message when you Bank on Dormeyer.*
- Local Sales and Merchandising Plans.** Dramatic Dormeyer promotions are profit-proved, tailor-made to fit any dealer, any market. Backed by the fairest co-op program in the industry. *Moral: To spark local sales, you can Bank on Dormeyer.*
- Advanced Engineering Line.** America's leading engineers produce tomorrow's most wanted appliances today—each with plus features. *Moral: Advanced features build repeat business when you Bank on Dormeyer.*
- Advanced Design Line.** Pride in ownership is built into Dormeyer products, thanks to the creative genius of a full staff of designers, plus three outstanding design consultants. *Moral: For new fashions in appliances you can Bank on Dormeyer.*
- Complete Service.** Dormeyer appliances are made to be easier, faster to service. But they take so kindly to wear and tear they seldom need attention from our 150 Authorized Service Stations coast-to-coast. *Moral: You can cut down service costs when you Bank on Dormeyer.*



6

As always, Santa Claus in a multitude of shapes and sizes dominates the catalogs of commercial display houses. This year his supporting cast includes new kinds of wreaths, trees, and ornaments. For an idea of what you can get – and how much it will cost – read this up-to-the minute survey of . . .

What's New In Christmas Displays?

By JON GILLET



2



A NEW LOOK FOR SANTA

To attract attention in your window or on the floor you might try an animated Santa. New on the market this year is a 6-foot full-length replica of the ole guy, attired in the traditional red and white garb with glossy beard, turning from side to side at the waist. List price, \$79.50. (6)—Ed. note: Numbers in brackets after price and the photographs refer to "Where To Order" table on page 35.

If you don't think you can handle six feet of him, choose one of the two-foot versions. One of these stands upright and bows to the crowd; another sits in a white boot and also moves from one side to the other (see picture 6). List price, \$16.50. (6)

Probably this year's most unique animated display is an organ-playing Santa. This entire unit measures about 12x18x30 inches. A small Santa about 10 inches tall sits playing the keyboard while carols are produced from the gold organ pipes in front of him. The unit is set on a wood base. Price, \$97.50. (4)

Say you don't want all of Santa. Try using his head then. They are available with spun-cotton beards and glitter trim. The larger measures 18x24x5½ inches. List price, \$5 ea. 6 to a box. No. 600DL. Smaller versions measure about 12x15x2½ inches. List price, \$2 ea. 12 to a box. No. 650DL. Others without the cotton beards are \$1.75 and \$1 ea. (9)

Santas may also be found on corrugated board. One unit called "Santa and Fireplace" is 33x24x5 inches. It shows Santa standing before a fire with a wreath and packages. List price, \$3.95. No. X844. (10)

If you need something for a flat surface, silk screen panels are available. One, a 30x40-in. screen on flexible white stock, shows a laughing Santa surrounded by gifts. List price, \$2.95. No. X229. Another silk screen job, a three dimensional unit called "Santa's Visit," shows him entering a house. It measures 33x36x5 inches and is mounted on corrugated board. List price, \$4.75. No. X845. (10)

For a cheerful display, you can use Santas made of molded latex composition. One jovial Santa is 22 inches tall in sitting position. List price, \$21.50. No. STT 22. A 37-inch-long sleigh of perforated steel and welded construction, made by the same manufacturer, may be purchased with Santa. List price, \$24.95. No. SLD-60. To complete the set are the 31-inch reindeer of the same composition with separate heads for variation of position. List price, \$20.50 ea. No. RN 31. (2)

TREES HAVE A NEW LOOK TOO

Trying for a top-notch display? Foliage can help you. The latest in trees is aluminum. Stainless aluminum trees are available in silver, gold, green and pink, in heights of 2, 3, 4, 6, 7,

Continued on page 34



WHAT'S NEW IN CHRISTMAS DISPLAYS?

CONTINUED FROM PAGE 33
and 8 feet. Their list prices range from \$4 to \$35. Nos. 8824-48-72-84-96. (8)

Another, which is advertised as crush-proof, is the silver aluminized vinyl tree with glitter wood tub and a metal tripod stand. These are easily assembled and most effective with varied lighting. Available are 3, 4, 5 and 6-footers. List prices, from \$6.50 to \$15.50. Nos. 7237-47-67-77. (8)

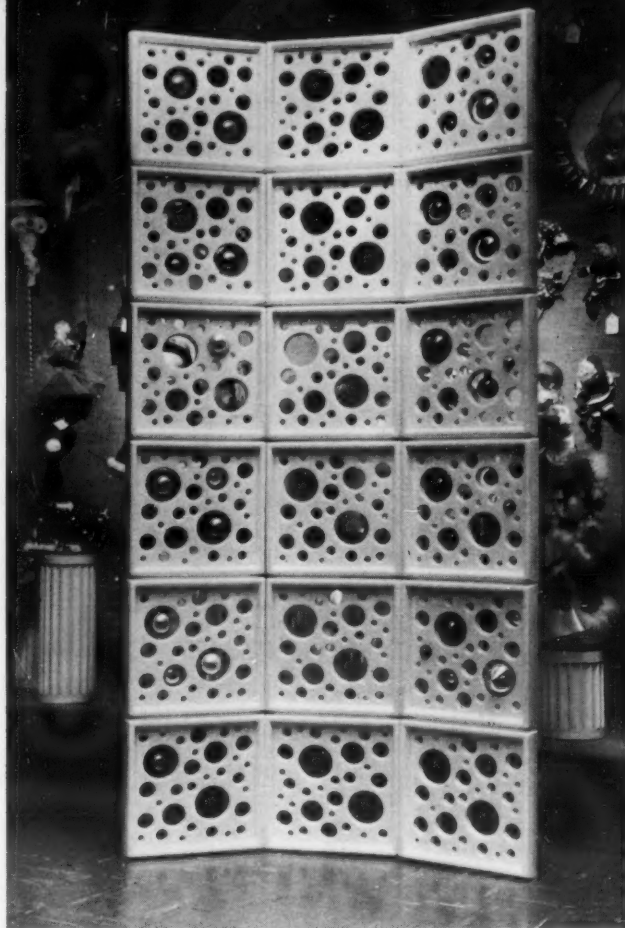
A new item in trees is the Lewvi Balsam Tree, an easily assembled model with 47 non-electrical conducting and washable branches. Each fits into a two-sectioned trunk, which is supported by a metal stand. The tree comes in green, white, gold-green and silver-blue and measures 6x4x4-ft. List price, \$69.50. No. 1165. (1)

Visca trees are again expected to be big on the market. New in one line this year is the "Luxurious Flocked Visca Tree." Essentially, these are made of glittered wood tub. For the most part they are available in green, white, and pink in 2, 2½, 3, 4, 5 and 6-foot heights. The list prices range from \$8.20 to \$25. Nos. 8524-30-36-48-60-72. (8)

WREATHS, SPRAYS, GARLANDS

Close behind the Santas and trees come wreaths. Plastic is the big thing here. New this

3



year are 16-inch red and white plastic holly wreaths with poinsettias and berries. Each has 10 poinsettias, 10 lights and a three-foot lead cord. List price, \$6.50. Nos. 1118-19. (8)

Another model is the silver oak leaf wreath, which is 18 inches in diameter and has 9 lights. This one is also made of plastic and has a three-foot lead cord. List price, \$4.50. No. 1109. (8)

Also made of a plastic-like material are metallic holly garland wreaths which range in size from 15 to 30 inches. All sizes can be obtained in silver, green, red and gold. The 26-inch retails for \$8.25, the 30-inch for \$12.95. (6)

Sprays will help you add the color you want. They are manufactured in a great variety of sizes, shapes and colors. Most seem to fall between \$2 and \$6. Garlands also fit into this category and are about the same price.

RELIGIOUS THEMES

Some manufacturers feel that the religious angle in display is becoming more important: this year you may see more angels, Nativity scenes and choir boys than in past years.

One impressive group of religious items are the three dimensional figures made of latex composition. The four piece set of the Nativity, including Christ with manger and Mary and Joseph, is very colorful. The figures are half life size. List price, \$62.50. No. NTV 504. Made of the same material are the Three Wise Men. List price, \$75. No. WM 503. A new display unit with a religious theme is the Church Choir Loft. This set includes three choir boys—or girls if you prefer—with a stained glass window background, made of tempered hardboard and metal with silk screening. The dimensions are 60x44 inches. List price, \$84.95. No. CLT. (2)

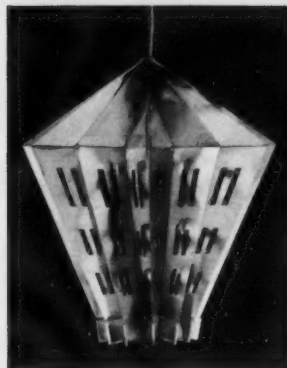
Mural photos of the Nativity can be obtained in the 30x40-inch size in color for \$2.15. (10)

BACKGROUND PANELS

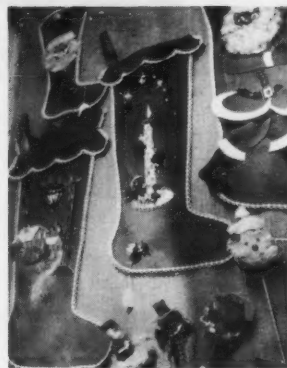
This year there are several background display aids which might help to add atmosphere to your store. Panels can be very effective. This is the first year for Grillite, a panel made of hardened white foam plastic, which may be used for background, window dividers and sign framing. List price for a 2x4-ft. 1-inch panel is \$6. With silver and gold glitter it is priced at \$8; metallic (both silver and gold) \$8.50. (9)

Also available along this line are foam plastic blocks in the new Gallaxie pattern. A wall may quickly be constructed with the aid of

5



3



elastic and doweling. This can be made more attractive by setting small balls in the holes of the pattern. List price, per dozen 12x12-inch blocks, \$9.60. (3)

Another possible item for backgrounds are rolls of pictorial designs. Some of these are "Old Coach Scene," No. X124; "Winter Frolic," No. X118; and "Winter Village," No. X109. Rolls of these in color, measuring 40 inches by 25 feet, are price listed at \$5.10 ea. (10)

ORNAMENTS

A little big for trees are the large economy size ornaments. Wood pulp has been molded into a variety of sizes and shapes, all covered with glitter dust. Tear drops come in the 24-inch and the 36-inch size. Both have recessed centers on each of the four sides which are different in color from the trunks. They are available in several combinations of colors. List prices, for the 24-inch—\$4.95 ea. 6 to a box, No. 9650; for the 36-inch—\$12.50, No. 9652. Another shape, the Dome, is 19 inches long, with a colored cap and point. List price, \$6.50. No. 9654. A third is the Ball Point, an 18-incher, which is available with a white ball and a red, green, gold or silver point. List price, \$3.50 ea., 6 to a box. No. 9647. All of these ornaments are packed one color to a box. (9)

STOCKINGS AND CONES

And what would Christmas be to the kids without stockings? They come in a multitude of sizes. In the larger category are the three-footers of red felt. In these there are three patterns—Lamp Post Scene, No. 4200; Full Santa, No. 4000; and Noel Candle, No. 4100. The first and last are \$10 each and the second is \$12. (3)

Another symbol of the Christmas season is the candy cane. The best size for display purposes would run about two feet. Available in white, red, green and pink are two 27-inchers made of foam plastic material. With a 5-inch diameter they are \$15 a dozen. No. 1CC. In 3-inch size they are \$12 per dozen. No. 3CC. The nearest five and ten store will carry some of the smaller types. (7)

STARS AND LANTERNS

Other ornaments for display are stars and lanterns. An assortment of sixty gold, copper, red, green and blue stars of laminated foil, ranging in size from 2 to 6 inches can be pur-

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10



ball bearings. It has two stationary outlets and an 8-foot lead-in cord. List price, \$15. No. 164. Another model has dimensions of 16x7 and is constructed of steel. It has four outlets, two stationary and two rotating, and can support 9-foot trees. List price, \$24. No. 163. (8)

HOW TO ORDER AND WHERE

Orders for any of the display items mentioned in this story may be placed by mail or phone at the factory or distributor addresses below. The key number preceding each name refers to the descriptive material in the text.

Allow a week to ten days for delivery. Terms vary somewhat from firm to firm. The majority sell F.O.B. from their major outlets. You can obtain this information by writing the address below or checking with local display houses in your community (listed under "display materials" in the classified directory).

Some of the prices given in the articles are jobber prices. These generally run about half of the retail price. Whether you qualify for the jobber price depends on your status and the quantity you buy.

One other thing. Some of the smaller and a few of the larger items are sold only in "standard" packages. That means you must buy the whole package of four, six or eight pieces rather than buying just one unit.

MANUFACTURER OR DISTRIBUTOR

- 1 **Adler-Jones**
521-525 S. Wabash Ave., Chicago 5, Ill.
- 2 **Artistic Latex Form Co., Inc.**
762 Third Ave., Brooklyn, N. Y.
- 3 **Harry Berkoff****
400 Eighth Ave., New York 1, N. Y.
- 4 **Bufkov, Inc.**
588 Monroe St., Buffalo, N. Y.
- 5 **James A. Cole Co.**
235 Park Ave. South, New York 3, N. Y.
- 6 **Krain and Canton***
200 Fifth Ave., New York, N. Y.
- 7 **Vincent Lippe's Xmas Display Annex****
225 Fifth Ave., New York, N. Y.
- 8 **Noma Lites, Inc.**
55 West 13th St., New York 13, N. Y.
- 9 **Sidney Newhoff Associates**
400 Eighth Ave., New York, N. Y.
- 10 **Reyburn Manufacturing Co.**
Display Division, Royersford, Pa.

* denotes distributor
** denotes manufacturer's representative

chased for the nominal sum of \$1.95. (10)

If you want something a little more stylized, there are a variety of larger gold and red stars which will serve your purpose. Most of these light up. They vary in size from 16 to 22 inches. Jobber cost is about \$25 per dozen. Nos. JC354, JC451, JC452. (5)

Lanterns are made of foil too. One, a 14-inch design in gold with three multi-colored blinking lights, sells for \$52.80 per dozen to jobbers. No. JC498. Another, in either silver or gold, called the Electrified Lantern, is 13 inches tall. Jobbers price, \$33 per dozen. No. JC402. A vinyl and tinsel standing lantern is 68 inches tall in white and gold. Jobbers price, \$8.30 ea. No. JC588. Made of the same material is a hanging lantern and scone. This is a 24x24-inch job which attaches easily to the wall. Jobbers price, \$8.30 ea. No. JC587. (5)

SNOW

As an extra touch for your display, you might want to use a quantity of snow, which can be obtained in either the can or the bag form. The can is considered the best for windows as it readily sticks to vertical areas where sprayed. The bag snow is generally used for floor effect. This sells for \$1.70 per dozen 5-ounce bags. (7)

LETTERS AND RIBBONS

Other items which might be used to spread a festive note are lettered ribbons and sparkle letters. The inscribed ribbons are made of silk screening on Facile and carry a variety of holiday sales slogans, such as "Lay Away Now for Christmas" and "Useful Gifts." List price, for twelve 3-foot lengths is \$12. (3) The sparkle letters are individual and made of styrofoam. Each is 6 inches high and 1 inch thick in the Gay Nineties style. Letters are non-tarnishable with an all-glitter face and come in red, green, silver and gold. List price, \$.75 ea. Mounted on a 10-inch metallic finished disc in red, green, gold or white, they are \$1.25. (9)

MOTION

A revolving color wheel will spread a variation of color over your display. It is constructed of steel and rotates at 8 rpm. The red, green, blue and amber wheel has an 8-foot lead cord and a spring clutch for the gears. It uses 75 or 150 watt bulbs. List price, \$12. No. 165. (8)

If you want motion, try a revolving stand for your tree. One which is useful for artificial trees is the 14x6-inch steel and aluminum model, which rotates on a mounted section with

Religious Displays: Good or Bad?

The question comes up every year: Do you make friends or lose them with a religious theme in your Christmas display?

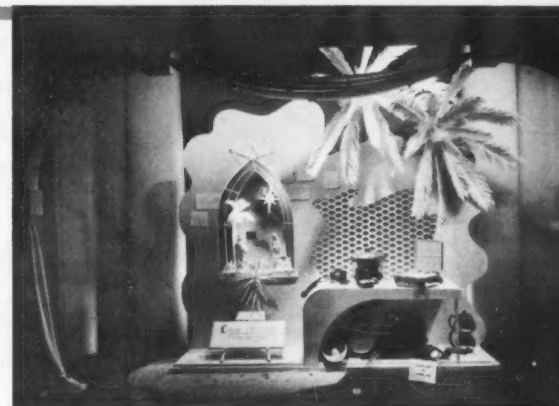
It's not a simple one to answer because there are so many points of view to be considered. Some people who believe that "Christ should be put back in Christmas" are nevertheless disturbed at the thought of capitalizing on the religious character of the holiday.

Display people themselves can't agree on an answer. J. Davis of Artistic Latex Form Co. thinks he sees a trend to the religious. "Our demand is primarily toward the semi-religious articles, those which have to do with the church, but are not partial to any one faith."

But W. R. King of the Reyburn Mfg. Co. says

he doesn't feel that the religious theme is any stronger now than it has been in the past. "As a matter of fact, I think it is weaker due to the heavy commercial aspect being applied to the Christmas season."

In the long run the decision is pretty much up to you since you know more about your market than anyone else. Sound out some of your customers and get their reaction. Recall what other merchants have done in previous years and the results they got. And be careful. What may be considered good taste in one town may not be in another. Check with local church and civic officials. Whatever your decision, you'll find plenty of helpful material described here.



THE RELIGIOUS and the commercial are successfully blended in this window at the non-merchandising Electric Power Board of Chattanooga. Note that the religious dominates, both in theme and space, while prices have been omitted and copy held to the barest minimum.

Early Promotion Plans Beat Christmas Rush

It's never too early to start planning your Christmas promotions. A little extra time can turn an ordinary ad into something special. You might even start with a Thanksgiving card

Sound too early, when peoples' minds are on turkey instead of Santa Claus? A card sent Thanksgiving will reach your customer just before the start of the Christmas season. He will know you're thinking of him, will remember you during the Christmas selling season. And it will get a better reading if it gets there before the annual blitz of Christmas advertising mail floods his mailbox.

Once you get into the Christmas

card season, there are some good rules to follow to make your promotion more effective.

1. Mail early. Early arriving cards get more attention from customers and allow them time for a follow-up purchase before Christmas.

2. Don't send religious cards. Christmas is essentially a religious holiday, but some of your customers may find religious cards offensive and others will resent your capitalizing on Christmas.

3. Don't send humorous cards. These cards may be unusual, but they will not create the kind of impression of you that you want your customers to have.

4. Don't abbreviate Christmas. Some people are offended by the abbreviation "Xmas." Spell it out in all copy.

5. Don't use Form 3547. This notice on the front of a Christmas card envelope stamps the message as advertising. And everyone is too busy to do much about getting your mailing list up-to-date at Christmas, so you lose the extra cost of Form 3547.

6. Print business name on card. You may save a few dollars by

sending out the same card to friends, relatives and customers. But your customers may not know you and your family by the names you put on your cards, and not get your advertising reminder.

7. Include non-customers on your list. You'd be surprised at the public relations value of remembering newspaper editors, supplier salesmen and public officials. They may not be customers, but they belong on your list.

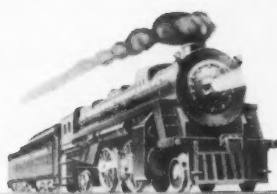
Many of your customers maintain an elaborate list of Christmas cards they've received. Whenever they review it your name is brought to mind. A Christmas card is a friendly reminder that you appreciate your customer's business.



It's a 2-in-1 radio:
• Trim portable in smart "sling" case
• Home table model



new CHANNEL MASTER 8 transistor "super fringe"



FREE Lionel Electric Train Set

Dealers:

Get a big 42-piece LIONEL Electric Train Set (worth \$75.00) with your order for only 10 assorted Channel Master radios at regular price. A fabulous pre-Christmas deal. Ask your Channel Master Distributor for full details about the "Main Line" promotion. Limited time only.

The most sensitive transistor radio ever made!

- RF amplification stage • 3-gang tuning condenser
- New fringe area circuit • Extra long built-in ferrite antenna
- Highest signal-to-noise ratio • Easy, precise vernier tuning
- King-size 3½" speaker • Plays for almost one year on a set of ordinary flashlight batteries (Based on average daily use)

The astonishing performance of this new radio is another reason why the dealer who features Channel Master gets ahead—and stays ahead—of his competition.

\$59.95
List

slightly higher in Canada

CHANNEL MASTER works wonders in sight and sound



Christmas postmarks will attract attention to your advertising. In the rush of Christmas mail people often try to guess who a card or letter is from before they open the envelope, and an unusual postmark will catch their eye.

There are three post offices that provide special postmarks for Christmas mailing: North Pole, New York; Santa Claus, Indiana; and North Pole, Colorado. You will save time and trouble by contacting the postmasters at these addresses early for instructions in handling your Christmas advertising mail.

Christmas mats can add the right touch to your advertising. But you should get them early enough to plan effective layouts. EM Week provides in this issue a free ad mat service for its subscribers, with a good selection of interesting mats.

Most local newspapers also offer mat services, and will work with you in planning your ads. Early reservation of mats is essential, as many newspapers will not let more than one advertiser use the same mat. Early selection will give you the mats that best fit your Christmas advertising program.

Advertising with gifts can pay dividends. Gifts are business stimulants, and are remembered longer than a letter or an unusual card. There are a few things to remember about this form of advertising.

1. Select a novel gift. Many times the unusual and inexpensive gift makes more of an impression than a higher priced one. Get out of the rut but keep the ladies and the children in mind as usual.

2. Select your gifts early. Most novel gifts are available only in limited quantities. An early order will insure getting enough gifts for your customer list. And early orders mean lower prices from premium jobbers and gift wholesalers.

3. Check church groups. Some church groups have gifts that have been made to raise money. These will be unusual, and your advertising dollars can do double-duty with your customers and the church group selling the gifts. Check with local boy and girl scouting troops, civic organizations and the Salvation Army, too.

4. Keep the cost in line. Spending more than a dollar per gift for each customer may give them the wrong impression. They'll think your prices are high to compensate for the advertising costs. And that's just what you don't want at Christmas.

THE GOLDEN CIRCLE OF GIFTS PROMOTION WILL BRING PEOPLE WITH CHRISTMAS DOLLARS^{TO} SPEND INTO **YOUR STORE**

The success of your Christmas business largely depends on one thing: *traffic*. This year OSTER has the answer to this vital need. It's called the OSTER Golden Circle of Gifts Promotion. Here's how it works for you.

First, it doesn't cost you a penny extra. By simply ordering your usual Christmas requirements—and this means \$150 worth of OSTER gifts at your cost—you *automatically* qualify for participation as an authorized OSTER KEY DEALER. And you receive a gift to give to your customers, one that *every family wants*. It's worth \$1.25, but it doesn't cost you anything! It's the

OSTER GOLDEN CIRCLE OF HOLIDAY IDEAS

This magazine-size, 32-page, color-crammed book contains Christmas decorations, recipes, party ideas, menus—even an original cut-out story for the kids! Advertised nationally, (*READER'S DIGEST*, no less), advertised locally, but the *only* place consumers can get it is from a dealer participating in the Golden Circle Promotion. If you have the OSTER HOLIDAY IDEAS book, you get the traffic. It's that simple.

For every \$150 worth of OSTER merchandise you buy, you get 100 copies of the HOLIDAY IDEAS book.* And that's not all! You'll receive a Golden Circle Display Kit consisting of a really striking "Cinerama" type product display, and two 12" x 36" four-color streamers; 100 special

direct mail coupons for OSTER HOLIDAY IDEAS books to send to your preferred customer list; an attractive new decal identifying you as an authorized OSTER Key Dealer; and OSTER will direct consumers to your store in a page-dominating local newspaper ad campaign! All of this at *no cost* when you order your Christmas requirements of some of the country's most proven, most profitable gift items.

WIN A FREE TRIP!

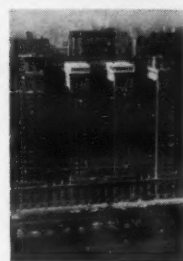
ENTER THE GOLDEN CIRCLE DISPLAY CONTEST

and win one of fifty all-expense-paid trips to the important January Housewares Show, being held next year in Chicago's

magnificent new McCormick Place Exposition Center. You compete *only* in your own geographic area and *only* with stores of like volume and character. OSTER foots the bill for four days, including special events and entertainments. Like what? Like this:



You'll stay at the world's largest hotel—the Conrad Hilton—and enjoy its internationally famous Ice Show. A big time is what you'll have at the Chez Paree, one of the nation's glamour night spots featuring entertainment by America's top headliners. On to Milwaukee for a tour of the Schlitz Brewery (with an appropriate stop at the Brown Bottle Guest Hall)—a real German



dinner with plenty of *gemütlichkeit* at Karl Ratzsch's Restaurant—and a special Luncheon-Reception in the OSTER Auditorium, followed by a tour of the plant.

Ask your OSTER representative for the full story; or write to us, and we'll send particulars. The OSTER GOLDEN CIRCLE OF GIFTS means TRAFFIC; TRAFFIC means PROFIT.



*For dealers purchasing less than \$150 at dealer cost, OSTER Sales Aids and Point-of-Sale Display Material of proportionate value are available. See your distributor for a list of such aids.

John Oster MANUFACTURING CO., Dept. MO,
5047 N. Lydell Ave., Milwaukee 17, Wisconsin

Please send me all details regarding the OSTER GOLDEN CIRCLE OF GIFTS

Name _____
Firm Name _____
Address _____
City _____ Zone _____ State _____



John Oster Manufacturing Co., makers of the famous OSTERIZER (the original liquefier-blender) . . . OSTER ELECTRIC KNIFE SHARPENER . . . OSTER ELECTRIC MEAT GRINDER . . . OSTER AIRJET HAIR DRYER . . . and the world's only complete line of BODY, FOOT AND PILLOW MASSAGE INSTRUMENTS.

John Oster MANUFACTURING CO., Dept. MO, 5047 N. Lydell Ave., Milwaukee 17, Wisconsin

PHILCO

"COMPACT COORDINATES"

Another exclusive contribution to complete sales flexibility in Television merchandising



FITS ANY PHILCO COMPACT

Now, for the first time, you can serve two important areas of the television market with *just one inventory!* With the new and *exclusive* Philco "Coordinate" furniture cabinets, you can now simply place a regular Philco TV Compact in the space provided and supply your customer with a beautiful, custom-designed, quality 19 inch* Console. And what's more, at \$20.00 to \$30.00 less than the going retail price, with *FULL* margin of profit to you!

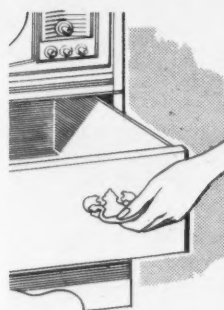
It's another example of Philco's "Drop-In" approach to television merchandising which enables you to sell a short line, in volume, with completely flexible inventory—at the lowest possible investment! Ask your Philco distributor about the new "Custom Coordinates".

"Only Philco has it!"



Choice of Mahogany or Cherry in superbly grained wood solids or veneers

Adds the luxury of fine console furniture to Philco Compact 19 TV. Complete ensemble is functional as well as decorative, and can also be used as a separate piece of furniture if TV set is removed to be used as a portable. Choice of Mahogany or Cherry—the woods most wanted by the buying public!



FULL-SIZE DRAWER

Provides the extra storage space so often needed in any home or apartment. It typifies the extra value in Philco "Coordinates".

Monopole Telescopic Antenna Available for "Coordinates"

Easily attached to back of set... it's out of sight when not in use. Perfect, too, for any console.



*19-inch overall diagonal measurement, 172 sq. in. viewable picture area

**FOR THE MOST ADVANCED FEATURES IN TELEVISION
YOU NEED**

PHILCO®

NEW PRODUCTS

FEATURES THIS WEEK

Carrier and Gibson 1961 air conditioners • Singer rug cleaner-polisher • Magnavox 27-in. TV sets • Sylvania 19-in. portable TV and transistor radios • stereo additions by Admiral, G-E and Sylvania

CARRIER Announces 1961 Air Conditioners

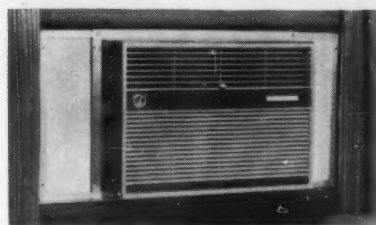
Four basic lines of Raymond Loewy styled air conditioners for 1961 are announced by Carrier:

Ready-Mount, with sliding translucent Mylar wing panels that pull out to seal windows up to 40 in. wide, in an 11-in. deep cabinet is designed for take-it-home buyer; 115v; delivers 5600 Btu; has a reduced sound level and a single on-off and thermostatic control on front.

Sceptre series, 14 in. deep weighs 115 lbs. A simple installation kit makes it a do-it-yourself item. An optional kit provides through-the-wall mounting. Series consists of two 115v (7,000 Btu on 7½ amps or 9,000 Btu on 12 amps) a 208 and 230v unit producing 9,600 Btu.

Viscount series in a 24-in. deep casing has a 115v model (8,500 Btu on 7½ amps and 11,000 Btu on 12 amps). The 208 and 230v models provide 13,000 or 15,000 Btu. Low noise levels indoors and out are achieved by special Turbo-jet and Radiax fans; 26½ in. wide, 16 in. high, it has a slide-out chassis, no side louvers, and front controls, for through the wall mounting.

Imperial model has a centrifugal



CARRIER READY-MOUNT

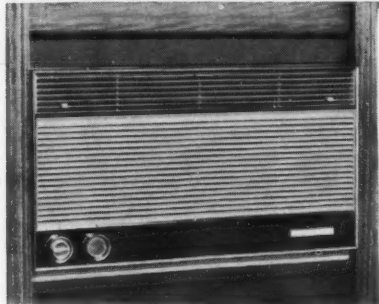
evaporator fan that handles 470 cfm; 4-row condenser coil; 20,000 Btu output with 3000w; weighs 210 lbs.; 24 in. deep, 26½ in. wide, 18 in. high for installation in transoms.

Heat pumps include a Sceptre series in 115v without supplemental strip heat and a 230v model with an additional 5,500 Btu strip heat capacity.

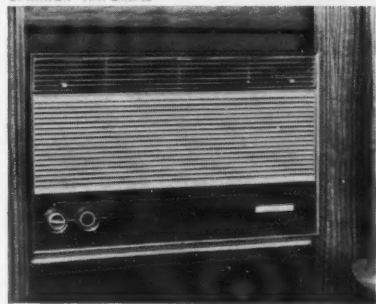
A **Viscount series** 230v heat pump gives 14,000 Btu of cooling and adds strip heat of 6,200 Btu on heating. All have automatic defrost.

A **9,600 Btu Roomette console** for mobile homes and summer cottages continues in the line for 1961. This unit doubles as a bedside or end table and discharges condenser air through a floor opening under the cabinet. **Carrier Corp., Syracuse 1.**

CARRIER SCEPTRE AND VISCOUNT



CARRIER IMPERIAL



GIBSON 1961 Air Conditioners

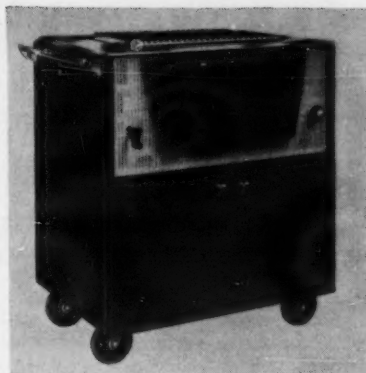
Featured in Gibson's 1961 line of air conditioners is a Slumber Master series built specifically for bedrooms, and an "A Series."

Compact in design, Slumber Master features 2-speed turbine type blower, air silencing chamber, built-in automatic thermostat, ventilation, simplified controls, galvanized steel base, and accessible germ killing filter; inlaid wood grain trim with gold controls and beige color. No. D-1551 is a 1-hp, 115v, 7½ amp unit, 12½ in. high, 17¼ in. wide, 15¼ in. deep. D-1551K is identical with Gibson's gold anodized aluminum Expando do-it-yourself mounting kit built-in.

"A series," consists of 3 models; features the automatic "Air Sweep"; is restyled with inlaid wood grain trim,

neutral beige, and easy-to-read gold controls; this series has automatic built-in thermostat, 2-speed turbine type blower, fresh air control; "C" setting for constant cooling, accessible germ killing filter and galvanized steel construction. A185-1 has 8500 Btu capacity, 1 hp, 110v; A-185-2, and A185-8 are identical but 2 operates on 230v, and 8 on 208v. **Gibson Refrigerator Div., Hupp Corp., Greenville, Mich.**

GIBSON SLUMBER MASTER



CHAR-GRILL ("Porta-Kart")

Majestic has put the Char-Grill on wheels in a "portable built-in," the newest addition to the Majestic Char-

Grill barbecue grill line.

Serving as a "built-in" or a "roll-out," this mobile unit accommodates any of 3 Char-Grill models: gas-fired, electric or charcoal units.

The "Porta-Kart" and Char-Grill form an integral "built-in" that fits in a permanent indoor location provided next to a base cabinet in kitchen or recreation room, and the movable unit can be rolled out to porch or garden whenever desired.

Accessory packages are available for electric, natural gas or LP gas hookup. Overall it is 36 in. high, 33¼ in. wide and 22½ in. deep; has 4 6-in. diam., ball-bearing rubber-tired wheels, 2 are swivel-mounted.

A deep tone grey wrinkle enamel finish to match Char-Grill line; a chromed push handle and 2 chrome lower door pulls. **The Majestic Co., Inc., Huntington, Ind.**

SYLVANIA Portable TV

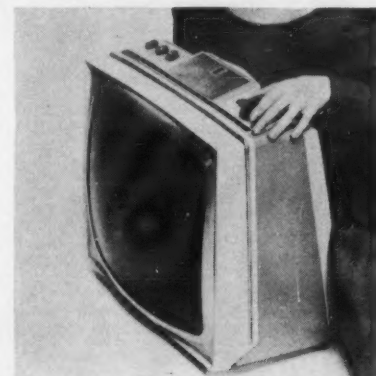
Two 19-in. portable TV receivers featuring reflection-free screens are announced by Sylvania. The picture tubes are Bonded Shield with a viewing area of 174 sq. in., and specially treated to trap outside light.

The new luggage style cabinets have wrap-around metal mid-sections and color-molded plastic fronts and backs. A 3x5-in. speaker is mounted on top of each set and is angled toward viewer for out-front sound. Top controls, a telescoping monopole antenna and a weight balanced, concealed carrying handle are other features. Both have Sylvania's Super S-110 chassis, weigh 40 lbs.

No. 19P10 is color-molded plastic and metal finish in Sahara tan and cloud white, or tropic green and surf green. No. 19P11 is color-molded plastic and

vinyl finish in lake blue vinyl and cloud white or Morocco brown vinyl and cloud white.

Price, No. 19P10, \$199.95; No. 19P11, \$219.95. **Sylvania Home Electronics Corp., Batavia, N. Y.**



SINGER Rug Cleaner-Floor Polisher

The Vacuum Cleaner Div. of Singer Sewing Machine Co. announces the addition of 2 new combination rug-cleaning and floor polishing machines, deluxe and economy versions. The polishers are equipped to remove dirt



and old wax from hard floors, apply new wax, polish all types of floors and shampoo all types of rugs.

The **deluxe unit** features a large built-in cup-calibrated liquid dispenser which may be filled without removing from polisher; a reversible spreader sponge to spread wax evenly on hard floors; and a rug-cleaning attachment (a 3-wheeled section to keep weight of cleaner off the brushes for floating action). The deluxe unit is equipped with both scrubbing and polishing brushes, steel wool pads, and lamb's wool buffing pads.

The **economy model** has simple liquid dispensing unit, rug cleaning attachment; a pair of all-purpose brushes and 2 felt buffing pads. Both units hang on closet hook.

Price, deluxe unit, \$59.95; economy model, \$29.95. **Singer Sewing Machine Co., 149 Broadway, New York, N. Y.**

G-E Stereo Line Adds 2 Features

General Electric has announced 2 new features in its hi-fi stereo phono line: a "Resonant Stereo" which introduces a finely controlled vibrancy into recorded music, and a "Record Saver" designed to insure the proper handling of records.

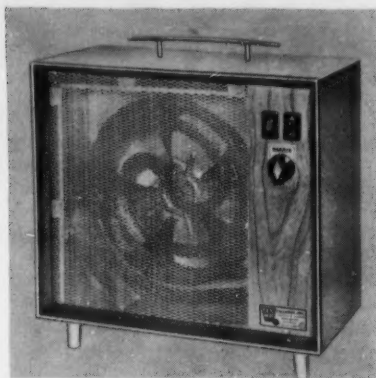
With the "Resonant Stereo" or reverb unit, the listener can control the

vibrancy to suit his taste, or it can be cut off with a push-pull switch without disturbing the setting.

"Record Saver" consists of a horizontal cushioned groove on front edge of cabinet, making it possible to slide record from album cover into groove. The record can then be placed on turntable by handling edges only, without touching surface. **General Electric Co., Radio and TV Div., Electronics Park, Syracuse, N. Y.**

"RESONANT STEREO" IN MT. VERNON





CEILHEAT Heaters

Two new heavy duty portable heaters have been added to the line of electric heating equipment by Ceilheat.

The new series, CFA "Deluxe" and

CFB "Economy" has 2 models and 3 capacities. The heaters are 16 3/4 in. high, 16 in. wide and 7 3/4 in. deep; weight 19 lbs.; and are available in 3000, 4000 and 4600w, 240v.

They are finished in a heat-resistant Coco brown with anodized gold trim and are equipped with a large 5-blade fan with quiet motor, and are automatically controlled by a liquid filled thermostat. Both have a safety cutout and 6-ft. cord. Styling of the deluxe heater is highlighted by a simulated wooden panel in front and gold handle. An enclosed finned tube element with lifetime warranty, indicator light, and on-off switch.

Economy model, CFB, has same basic lines as deluxe with light tan front panel and a trim gold handle. The nickel alloy open coil element has a 5-yr. warranty. **Ceilheat, Inc., 5212 Homberg Dr., Knoxville, Tenn.**



MATHES Home Center

"The Jackson," J-1523, features hi-fi AM and FM radio, 23-in. TV with hi-fi sound, 15B hand wired transformer; 10w dual channel amplifier; 6 matched speakers with crossover network; provision for tape deck and extension speakers, magic tuning eye; afc. Available with reverb unit, Danish modern in genuine walnut.

Price, \$799.95. Curtis Mathes Mfg. Co., Dallas, Texas.



ABTRONICS Auto Radio

These transistor auto radios, A and B, are designed especially for sports car fan. Model B has its own built-in 5-in. speaker and measures 6 3/4 x 2 1/4 x 5 1/2 in.; A operates on a separate speaker; measures 6 3/4 x 2 1/4 x 3 in. Both have negative or positive ground; 6 or 12v; .5 amps current drain 2 1/2 w audio output; 6 transistors.

Price, \$59.95. Abtronics, Inc., 5211 N.E. 2nd Ave., Miami 37, Fla.

Write your own headline for this picture

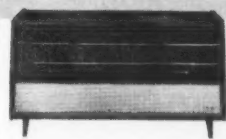


GRUNDIG *Majestic*
Niki
**ALL-TRANSISTOR PORTABLE
TAPE RECORDER**

This tiny (11 x 6 1/4 x 3 1/4") beauty is completely battery operated... weighs less than 6 lbs.! Yet it contains the big features of higher-priced, standard-size tape recorders.

ONLY \$99.95 LIST

...and win one of 27 prizes!



GRAND PRIZE
GRUNDIG-Majestic
"Stereo-Sixties" Console, Model
SO-190, FM-AM-short wave radio
with 4-speed stereo phonograph.
A \$619.95 value.



2ND PRIZE
TWN Contessa MOTOR
SCOOTER—Imported from West
Germany... world famous qual-
ity. A \$599.95 value.



NEXT 25 PRIZES
The sensational GRUNDIG-
Majestic Niki all-transistor port-
able tape recorder... America's
most popular portable!

**FILL IN THIS ENTRY BLANK
...AND MAIL IT NOW!**

Majestic INTERNATIONAL SALES
division of THE WILCOX-GAY CORPORATION

743 N. LaSalle St., Chicago 10, Illinois • 75 Sedgwick St., Brooklyn 31, New York

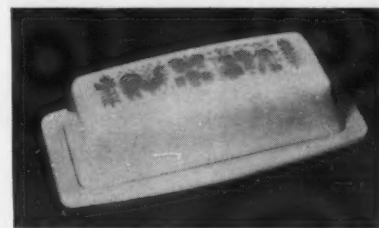
What's the girl with the Niki saying? Is it, "Got you... you rat! My Niki was behind the sofa last night!" Or is it, "Take back your minks and diamonds, George—but leave the Niki."

You tell us, in your own words, and you may win one of the 27 fabulous prizes from Grundig-Majestic. Limit your entry to 12 words or less... play it straight, or as humorous as you want to be. This contest open to all dealers and their salesmen in the U.S.A. (even if you're not a Grundig-Majestic dealer). There's nothing to buy. Winners will be judged on aptness of thought and originality.

The decision of the judges will be final. In case of ties, duplicate prizes will be awarded. All entries will become the property of Majestic International Sales, and none can be returned. All entries, to be eligible to win, must be postmarked on or before Nov. 30, 1960.

OFFICIAL NIKI CONTEST ENTRY BLANK

MAIL TO: Majestic International Sales, 743 N. LaSalle St., Chicago 10, Ill.
Write your picture caption here, in 12 words or less:

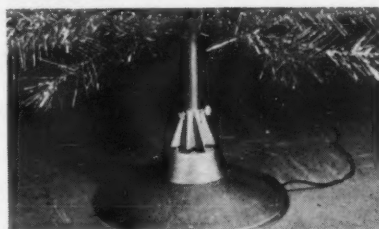


PYREX-WARE Butter Dish

A Pyrex-Ware butter dish designed for table use or refrigerator storage is announced by Corning Glass Works. The 2-piece dish is white opal with Pennsylvania Dutch butterprint decoration in turquoise, a color and design matching many other Pyrex cook-serve-store items.

Price, \$1.49 gift packaged. Corning Glass Work, Corning, N. Y.

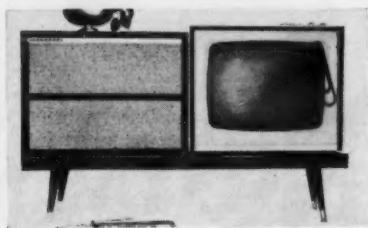
BRIEFS



Party-Q Corp. announced 4 new electrical Christmas items: A promotionally priced electric Christmas tree turner, \$9.95; a deluxe Christmas tree turner, \$14.95; a deluxe Christmas tree turner complete with rotating electrical outlet so that lights may be affixed to rotating tree, \$19.95; and a "Color-Whirl" that revolves 4.4 rpm with red, blue, green, and amber colors, \$12.95. **Party-Q Corp., 601 West 26th St., N.Y.**

Lightolier's tree and pole lamps styled for transitional as well as traditional room, has tubes that come in black and white, with polished brass accents and fluted bullets. Lightolier has also introduced an improved swivel on the reflector shades, which provides control in all directions, rigidly locking the shade in desired position. Available as a pole lamp. **Price, \$50.00. Lightolier Corp., 346 Clairmont Ave., Jersey City, N. J.**

Blisscraft B5004 poly vegetable bin features built-in side trays for separating older vegetables or fruit from newly purchased products; ventilation on all sides, including bottom; superior stacking; strong round legs to fit into recessed area of side trays for added rigidity. Comes in lemon, turquoise and pink. **Price, \$2.50 each, \$7.45 for 3-in-a-carton. Blisscraft of Hollywood, Box 47607, Los Angeles.**



SYLVANIA Stereo Hi-Fi

A modular design stereo hi-fi console phono with provision for optional AM-FM radio and 19-in. or 23-in. TV is announced by Sylvania.

The cabinet has a full lift lid that conceals an automatic 4-speed record changer, record storage compartment and space for an optional simulcast AM-FM tuner.

A separate stereo extension speaker

enclosure may be placed on shelf next to main unit for operation as a single unit, or up to 12 ft. from main cabinet. A 19- or 23-in. Sylvania table TV set in matching finish may be placed on shelf.

The balanced high and low 4-speaker system includes a 10- and 3-in. speaker in master unit and an 8- and 3-in. speaker in extension enclosure.

The phono has a 20w peak output dual channel amplifier, dual diamond-sapphire styli, dual channel stereo cartridge, 45 rpm spindle adapter and an input tape jack. Mahogany, blond oak or walnut.

AM-FM simulcast tuner, No. T-21 has separate AM-FM tuning, built-in antennas, multiplex jack.

Price, \$259.95 in mahogany, \$269.95 oak or walnut; tuner, \$99.95. **Sylvania Home Electronics Corp., Batavia, N. Y.**

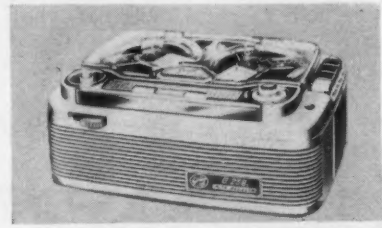
GELOSO Recorder

A new 3-speed hi-fi long playing recorder No. G-258-A is announced by American Geloso Electronics.

Weighing only 13 lbs., this machine will record for 10 hrs. on one 5-in. reel, and features a frequency response which is flat from 50 to 12,000cps at highest speed.

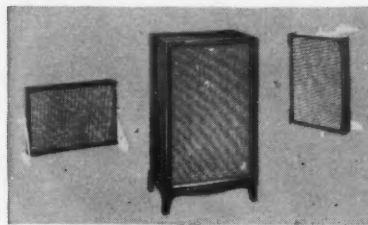
Other features include "tape saver" mechanism which makes it impossible to snap a tape, and an "auto-load" reel.

Housed in a 2-tone high impact polystyrene cabinet with built-in dust cover the machine also features color-coded and labeled piano-key push-buttons; recording level and playback level indicator; monitor jack; output jack for external earphones, amplifier or loud speaker; precision tape indexer; fast-forward which is



independent of the operating speed of the recorder; dual-track operation; 3 speeds: 3 3/4, 1 1/2 and 15/16 ips.

Uses standard 1/4-in. magnetic recording tape. A complete line of accessories is available for this machine. The machine is also available as No. G-259-A for deck mounting and is supplied less speaker and case. **Price**, \$199.95. **Made in Milano, Italy, distributed in the U. S. by American Geloso Electronics Inc., 251 Park Ave., S., New York 10.**



GALAXY III SPEAKER

JENSEN Speakers

Jensen's Decorator Group of speaker systems includes Galaxy III, TR-30 TRI-ette and TF-3.

Galaxy III stereo speaker system consists of 3 units: a bass center unit and 2 satellites. A 12-in. Flexair woofer reproduces bass up to 350 cycles from both channels with Jensen's new bridge-matrix principle and adds a touch of center-fill for full sound

scope. Two tiny satellites, spaced from 8 to 20 ft. produce the stereo spread. Each has an elliptical speaker and a compression tweeter.

TR-30 TRI-ette is a complete 3-way system utilizing a 12-in. Flexair woofer for bass to 25 cycles yet drives to fill room volume with as little as 10w. 20 cycles frequency range to beyond audibility with crossover points at 900 and 6000cps.

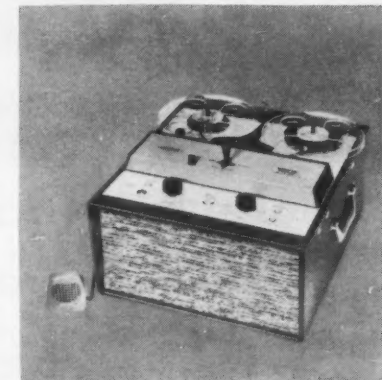
TF-3, 4-speaker, 3-way system, uses a 10-in.-long Flexair woofer for bass; 2 specially designed mid-range units.

Danish, Provincial, Traditional, Contemporary and utility designs in walnut, cherry, mahogany, limed oak. **Prices**, Galaxy III, \$229.50 or unfinished, \$195.50. Console base, \$9.95 extra. TR-30, \$159.50 or \$134.50 unfinished. TF-3, \$79.50 net unfinished grain only. **Jensen Mfg. Co., 6601 S. Laramie Ave., Chicago 38.**

PENTRON Tape Recorder

Pentron's Tempo dual-track tape recorder uses an improved Pentron Uni-lever control which is easy to understand and operate. Features include a dynamically balanced long shaft full bearing flywheel assembly; 4-pole, shaded pole, self inducted motor to minimize "wow" and harmonic distortion; motor also drives a fan to cool amplifier.

In addition to mono features, the Tempo stereo model uses a Nortronics 1/4 track stereo head for playback of all 2 and 4 track recorded tapes. This is accomplished without mechanically changing the head position and eliminates any adjustment. The hand-wired ac amplifier chassis, which is transformer powered is retained. Cabinet comes in 2-tone gray leatherette with polished nickel hardware; deck



PENTRON TEMPO GR-15 or GR-15S

uses combination off-white, grey and charcoal, weighs 29 lbs.

Price, GR-15, mono, \$119.95; GR-15S, stereo, \$149.95. **Pentron Sales Co., Inc., 777 S. Tripp Ave., Chicago 24, Ill.**

ADMIRAL Adds Stereo-Reverb.; TV Combination

Stereo reverberation has been introduced on 2 top-of-line Admiral radio-phono combinations Y4191R and Y4209R in Danish modern and Provincial respectively. Also a new Admiral stereo theater combination STF24M171 and a new stereo FM-AM-phono console, Y4102, 1 and 3.

In the stereo reverb units, sound impulses are reverberated and delayed 30 to 40 milli-secs behind normal sound, and a custom control makes it possible for the user to adjust the reverberation to the exact level suited for individual recordings, FM-AM radio broadcasts, or the acoustics of any room.

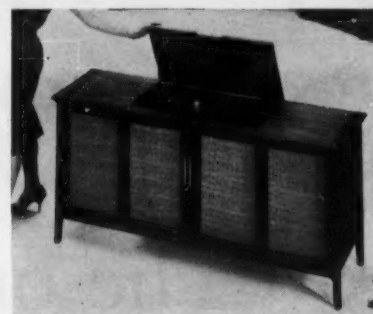
The hi-fi instrument has 2 push-pull amplifiers with up to 72w output; 8 stereo speakers including 2 12-in. woofers, 2 6-in. mid-range speakers and 4 3 1/2-in. tweeters, plus crossover network and provision for adding extra speakers.

The FM-AM tuner has afc, avc, 3 stage I-F system and an output jack for FM multiplex adapter.

The Admiral-built automatic record changer has diamond needle, nylon record cleaning brush and heavy duty 4-pole motor.

A master audio control center has visual balance indicator, channel reverse switch, bass and treble controls, dual input and output jacks for recording and playing stereo tape, and additional function switches. Cabinets are master-crafted in genuine cherrywood veneers and walnut veneers and solids.

The new Admiral stereo theater with TV, FM-AM radio and phono has 2 multi-channel amplifiers with up to 16w output; the audio system has 2 6x9 speakers and 4 3 1/2-in. speakers plus crossover network. The stereo



STEREO-REVERB IMPERIAL 800

record changer has flip-type ceramic pick-up with diamond-sapphire needles and plays 4 speeds and intermixes different size records of same speed.

The TV features a wide angle 23-in. aluminized tube with safety glass sealed to faceplate; lighted channel indicator, push-pull on-off control; tone control; a slim Danish modern cabinet with sliding doors in walnut veneers and hardwood solids. The etched circuit boards have a 5-year warranty; all parts carry a 90-day warranty except the picture tube which is warranted for 1 year.

The FM-AM stereo phono console in a contemporary cabinet with choice of 3 finishes (mahogany grain, walnut or blond oak) has an FM-AM radio, Admiral-built-stereo record changer with diamond needle, automatic shutoff and 4 matched stereo speakers.

Prices, Stereo-reverb console in Danish modern, walnut, \$575; Provincial in cherrywood veneers, \$625; TV-stereo theatre, \$625; Stereo FM-AM console, \$219.95, mahogany, walnut or blond oak \$10 additional. **Admiral Corp., 3800 Cortland St., Chicago, 47.**

SYLVANIA Adds Transistor Radios

Two new shirt-pocket size, battery operated, 6-transistor portable radios are announced by Sylvania.

Both are equipped with Sylvania's engraved circuit chassis and hermetically sealed 6-transistor power complement that resists shock, heat and humidity.

Each model has a balanced 2-in. Alnico front speaker, built-in ferrite rod antenna, top-mounted edgewise controls; earphone jack and 4v battery pack. They are 2 1/2 in. wide, 4 in. high and 1 1/4 in. deep.

No. 6P08 comes in an impact-proof color-molded styrene case finished in lake blue or fawn.

No. 6P09 has a color-molded styrene case finished in Sahara tan or lake blue, with metallic gold grill.

Prices, No. 6P08, \$26.95; No. 6P09,



SYLVANIA NO. 6P09

\$29.95. **Sylvania Home Electronics Corp., sub. of General Telephone & Electronics Corp., Batavia, N. Y.**



SPECTACULAR PLAYHOUSE, NO. 1-MV406M

MAGNAVOX 27-Inch TV

Magnavox announces 3 27-in. models: a vertical console, a horizontal console with base, and a 3-way combi-

nation with deluxe stereo, AM-FM radio in an exquisite furniture piece in mahogany, cherry, American or Danish walnut finishes.

Prices, start at \$359.50. **The Magnavox Co., Fort Wayne, Ind.**

Stereo Theatre News

The only complete line of All-Inclusive 12 magnificent models priced for even

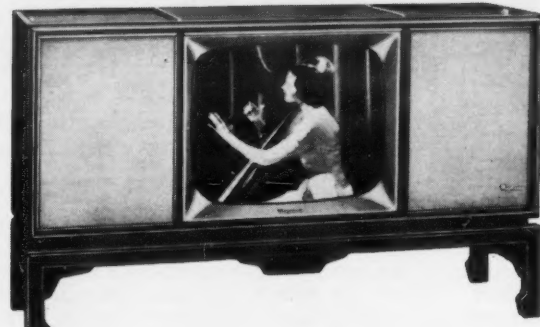
The original Magnavox Stereo Theatre started a revolution in the industry and is still the leader in sales. Many imitations have been attempted. Now Magnavox increases its lead even more with a brilliant line of complete home entertainment centers priced from \$399.90 to \$750.00.



The Stereo Theatre 24. Gold Seal 24" Chromatic TV, FM/AM radio, Imperial Automatic Record Player with Feather-touch Stereo Diamond Pick-up, powerful stereo amplifiers, six Magnavox high fidelity speakers . . . shown in Contemporary in hand-rubbed mahogany. Also in ebony, or walnut . . . \$595.00.



The Stereo Theatre 24 delivers super-sensitive reception with the finest VHF-UHF tuners available, on a 332 sq. in. screen. Full transformer powered chassis gives 18,000-volt picture power. Shown above in hand-rubbed cherry Provincial. Available, too, in hand-rubbed cherry Colonial styling . . . \$595.00.



The Stereo Theatre 24 provides better picture contrast with a chromatic optical filter and a reflection suppressor . . . picture is as sharp at screen edges as in the center. Picture and sound are automatically stabilized to improve fringe area reception. Shown above in ebony Far Eastern styling . . . \$650.00.



The biggest, clearest picture — the finest sound in all TV!

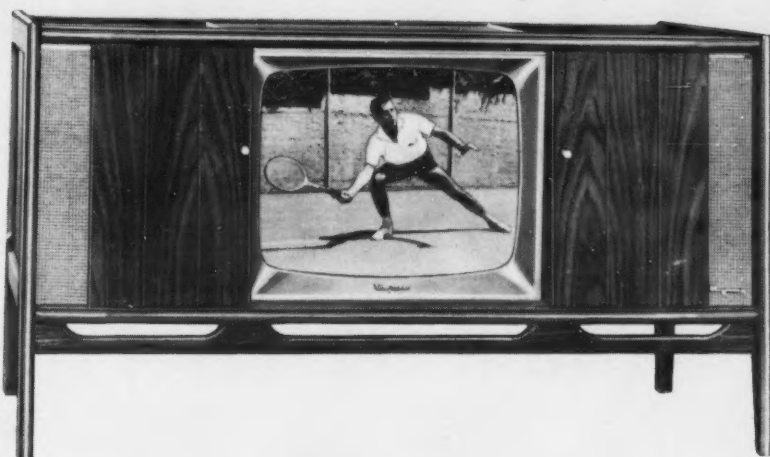
The Imperial Stereo Theatre 24 combines: Gold Seal Magnapower Chassis, 24" chromatic screen, superb FM/AM radio, powerful stereo amplifiers and two Magnavox 15" bass speakers plus two exponential treble horns. The revolutionary new Imperial Automatic Record Player with feather-touch Diamond Pick-up is the most precise mechanism the industry has ever known. Now, rec-

ords can be played for a lifetime . . . without noticeable signs of wear or surface noise. Turntable speeds are so constant, records always play on pitch. Here, truly, is Magnavox superiority in picture, sound and furniture that you can demonstrate and sell! In several fine woods—Contemporary, Provincial or Traditional styling as shown, \$750.00.

from Magnavox

Entertainment Centers!

bigger volume... better profit.



The Stereo Theatre 23—These exciting new Gold Seal models offer: Expanded 23" screens—squared at the corners, chromatic optical filter, FM/AM radio, the Imperial Automatic Record Player with Feather-touch Stereo Diamond Pick-up, powerful stereo amplifiers and 6 Magnavox high fidelity speakers. Shown, left, in mahogany or maple Traditional. Right, in dark American or light Danish walnut Contemporary . . . \$595.00.



Traffic and Profit-Building Promotional Models, Too! The Videorama 21, model 1-MV173L, incorporates the same basic features as models at right. Mahogany, \$399.90. Without FM/AM, only \$339.90.

The Videorama 21 Model 1MV174L—Gold Seal 21" optically filtered TV, FM/AM radio, precision Magnavox changer with Stereo Diamond Pick-up, powerful stereo amplifiers, 4 Magnavox high fidelity speakers. In several beautiful finishes . . . left, in mahogany Contemporary styling . . . \$439.50; right, in cherry Colonial styling . . . \$449.50.

There are still a few Magnavox franchises available in some markets for qualified dealers.

**all screen sizes diagonal measure.*

7

*reasons why the
Magnavox Way is
the industry's most
profitable franchise*

1. Magnavox limits the number of dealers in each market.
2. The top Magnavox dealers range from \$100,000 to \$2,000,000 at full list and full profit.
3. Magnavox provides profit margins up to 20% higher than competition.

4. Magnavox guards your margins against discounters—no vicious price-cutting.
5. Magnavox list prices—actual selling prices—are from 20% to 50% lower than comparable models in other brands.

6. Magnavox is the prestige line that sells in volume.
7. Product superiority, demonstrable performance, style selection and value make Magnavox outsell all other brands in franchised stores.

COMING SOON! A 27 INCH MODEL!

THE SPECTACULAR STEREO THEATRE — LEADING THE INDUSTRY'S BIGGEST PROFIT LINE — AND EXCLUSIVE FROM:

Magnavox

WORLD LEADER IN STEREOPHONIC HIGH FIDELITY AND QUALITY TELEVISION

The Magnavox Company, precision electronic equipment for industry and defense, Fort Wayne, Indiana



NO toxic ozone
NO dangerous ultra-violet
rays
NO negative ions

ADVERTISED IN
LIFE

NEW Nautilus® Air Purifier

scrubs stale, stuffy winter air clean
... builds profits all year long!

With five big filters to trap **all kinds** of air-borne contaminants, the NAUTILUS AIR PURIFIER offers year 'round relief from stale, unhealthy air ... year 'round sales for you!

Cleans dirty, stuffy air in closed-up houses and apartments when the weather is cold ... removes irritating dust, pollen and annoying smoke and odors when it's warm!

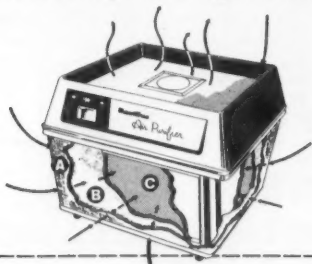
Pulls stale air in through all four sides. Traps dirt, dust and air-borne germs with a germicidal ScottFoam†

filter—then four Activated Charcoal Filters, containing two pounds of Activated Charcoal granules, remove odors and smoke particles. Activated Charcoal is the same magic material that helps atomic submarine sailors breathe pure, fresh air.

Uses real ½" thick Activated Charcoal Filters—not just a film of powder sprayed on paper!

Plugs in anywhere. Constantly circulates freshened air in the room. Available in 3 smart decorator color combinations.

†T.M. Patent Pending

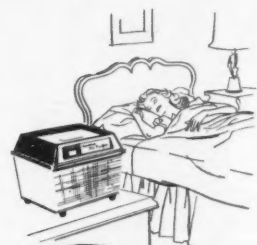


True scientific filtering of dust, pollen, air-borne germs and odors.

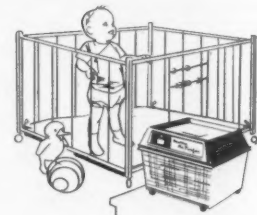
A powerful fan pulls stale, stuffy air in all 4 sides through perforated metal screen (A) at a rate of 100 cubic feet per minute. A "wrap-around" polyurethane filter treated with Thiuram (B) holds "floating dirt" (soot, dust, pollen, etc.), kills trapped bacteria. Four Activated Charcoal Filters (C) remove odors and smoke particles. Pure, fresh air is discharged at top ... creates a good air circulation pattern in the room.



No more "stuffy" parties.



Healthier, happier sleeping



Excellent for Nurseries



No more "smoke filled" offices and conference rooms

Get all the facts on the fabulous new NAUTILUS AIR PURIFIER EM-10

Major Industries, Inc.
505 N. LaSalle St., Chicago 10, Ill.

YES! Rush me full color catalog sheet and full information on new NAUTILUS AIR PURIFIER.

Name _____
Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Nautilus®
Air Purifier

Patent Pending

This handsome display plus literature supply and ad mats free with purchase of first 6 units!



**WASH
'n
WEAR**

rayon

Dacron.
POLYESTER
FIBER

THE
LINE
THAT'S

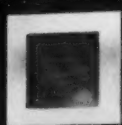
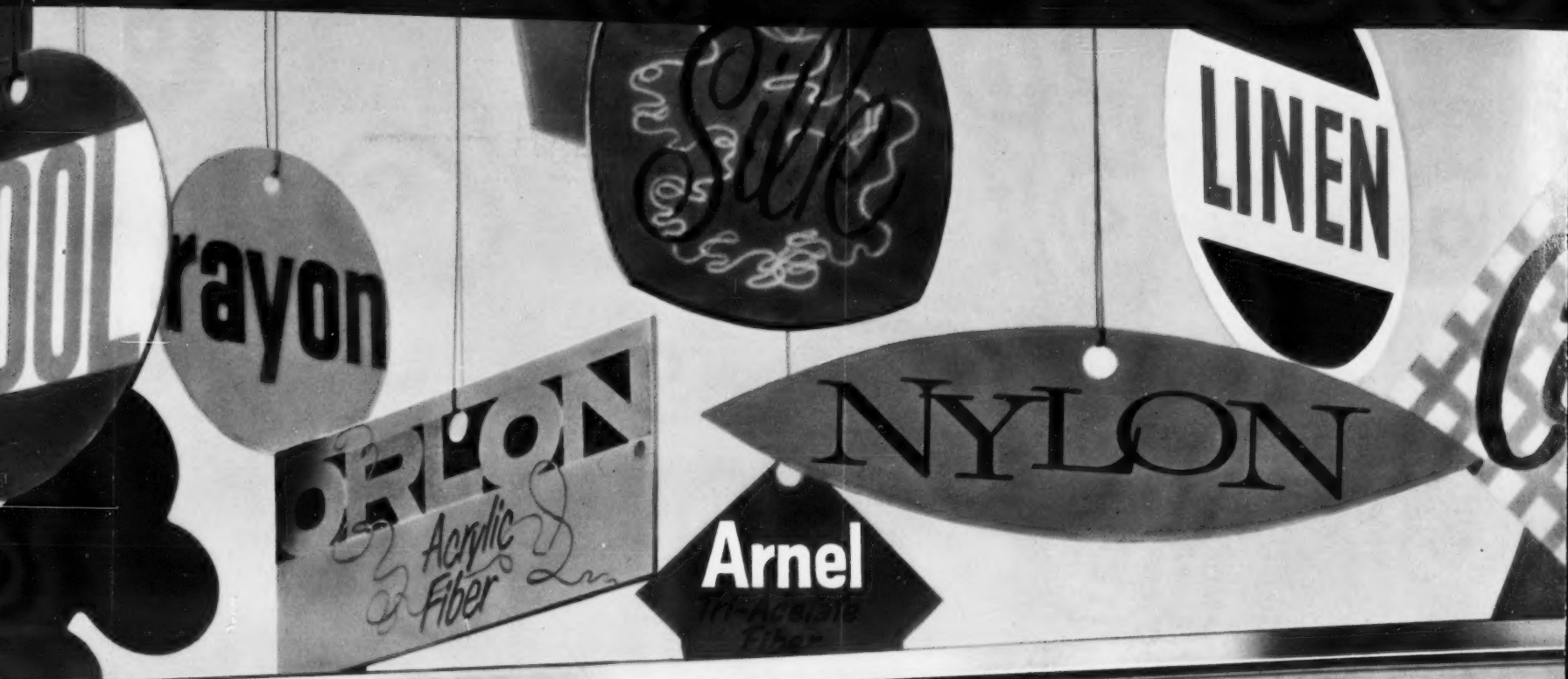
*Tagged
for
Profit!*

LIFT
HERE

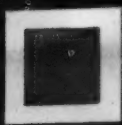




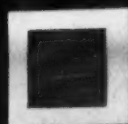
Distinctive FREE-SPAN Design



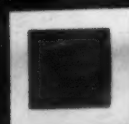
FILL



WASH



RINSE



SPIN

T O U C H C O M M A N D

REGULAR

White-Colorfast

Non-Colorfast

MODERN

Wash-N-Wear

SPECIAL

Wool

Soak

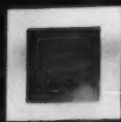
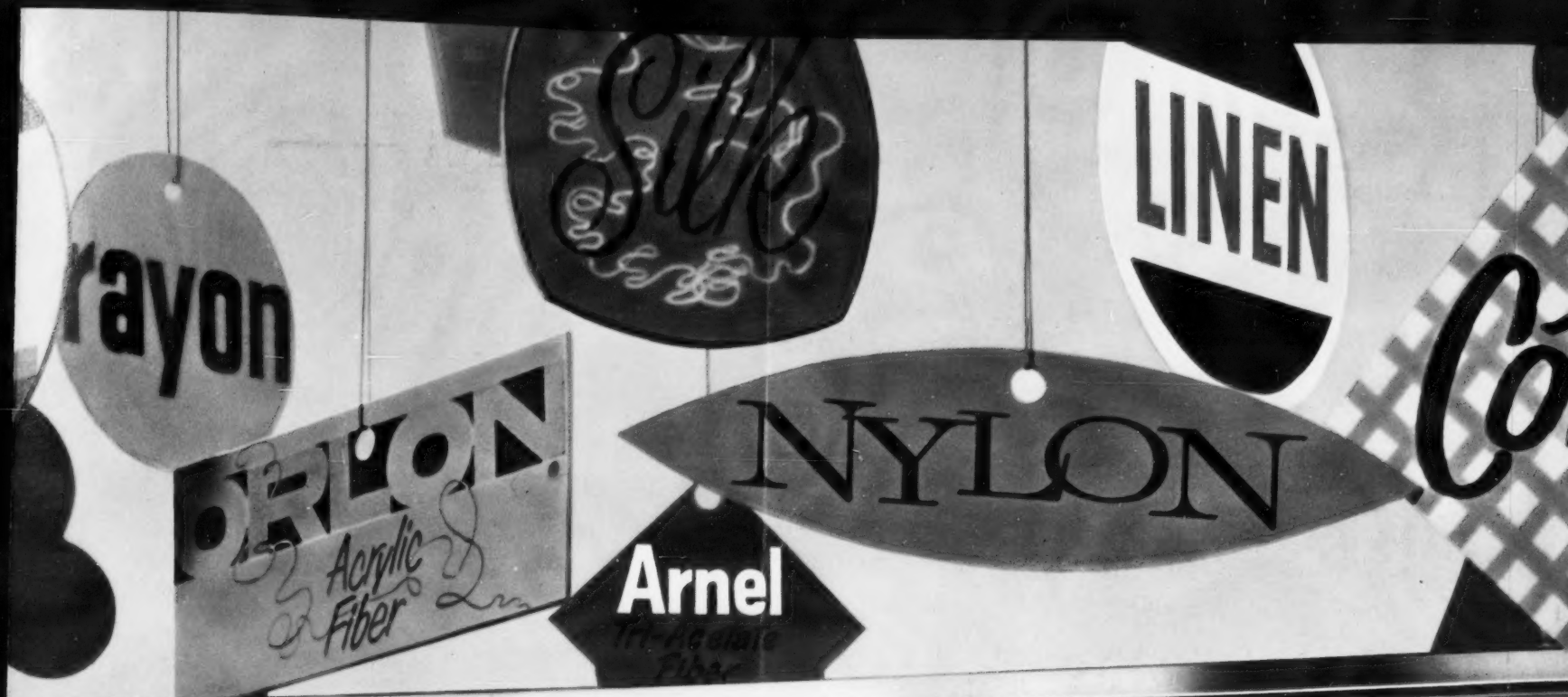
SELECT

Water Level

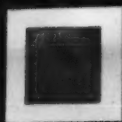
HEAVY SOIL	REGULAR SOIL	HEAVY SOIL	REGULAR SOIL	STURDY	DELICATE	WOOL BLENDS	LIGHT SOIL	SPIN	MEDIUM	LOW	WARM RINSE
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RESET

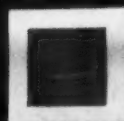
WASHING MACHINE



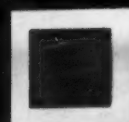
FILL



WASH



RINSE



SPIN

T O U C H C O M M A N D

REGULAR				MODERN		SPECIAL		SELECT			M
<i>White-Colorfast</i>		<i>Non-Colorfast</i>		<i>Wash-N-Wear</i>		<i>Wool</i>	<i>Soak</i>	<i>Water Level</i>			
HEAVY SOIL	REGULAR SOIL	HEAVY SOIL	REGULAR SOIL	STURDY	DELICATE	WOOL BLENDS	LIGHT SOIL	SPIN	MEDIUM	LOW	WARM RINSE

RESET



Cotton



New
Hot

TOUCH

Custom wash

at the Tou



New

Hot

TOUCH

Custom washer

at the Touch

W!
point
COMMAND

thes every washable
uch of a Button!

One touch and Hotpoint

New! HOTPOINT ALL-PUSHBUTTON TOUCH COMMAND WASHER

Follows washing instructions for you *at the touch of a button!*



No complicated dials... no guesswork... no mistakes! Just touch one button and automatically you get the right wash and rinse time, the right water temperatures and speeds for *any* washable!

Heavily soiled work clothes or towels automatically get the proper washing conditions to get them spotlessly clean. Your most delicate lingerie is gently, beautifully cleaned in washing conditions custom tailored to "handle with care."

Striking new Free-Span design of the back panel combines with exclusive Windsor Gray body color to make a welcome addition to any home. And, the new Hotpoint All-Pushbutton Washer is big on economy, too! Automatic 3-way fill control saves water, detergent and bleach! See this new Hotpoint TOUCH COMMAND washer today!

- Wrinkle-Free Wash 'n Wears—cold water automatically added at the end of wash and rinse periods cools clothes, reduces spin wrinkles; regular fabrics are easier to iron

- Thorough Triple-Action Rinsing—loosens soil and suds, removes them from clothes, floats them over the top of the tub—not through your wash—for cleaner results

- Automatic Sediment Swirl-out removes sand and heavy soil for thoroughly clean washing results



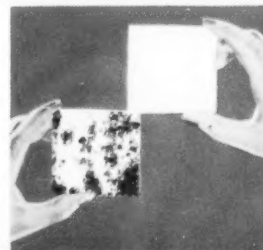
FILTERS LINT WHERE IT FORMS

Underwater Lint Filter works full time during washing and rinsing to give you lint-free clothes every time. Detergent and dry bleach dispenser on top of filter is marked for easy measuring.



ADDS BLEACH, FABRIC SOFTENER

Dual-Dispenser automatically adds liquid bleach to wash at the proper time—after detergent has been activated! Fabric softener automatically is added to final rinse for easier-to-iron clothes.



ALL-PORCELAIN INSIDE AND OUT!

All-porcelain finish resists rust, stains, and acids. Stays new looking! Photo shows parts of washer body after 10 years' usage. Porcelain section looks new, synthetic enamel has rusted.



ALL-PUSHBUTTON TOUCH COMMAND HOME LAUNDRY. Model LW190 Washer with all-pushbutton controls and Free-Span design for all-fabric washing at a touch. Matching LB190 Dryer with Speed-Flow design dries clothes to fluffy softness at the touch of a button! 100% Vent-Free Dryer, Model LC190 also available.



TOUCH COMMAND HOME LAUNDRY. Model LW180 Washer gives you proper water temperatures and speeds at the touch of a button. Matching LB180 Dryer has special wash 'n wear cycle for wrinkle-free drying.



ALL-PUSHBUTTON TOUCH COMMAND HOME LAUNDRY. Model LW180 Washer gives you proper water temperatures and speeds at the touch of a button. Matching LB180 Dryer has special wash 'n wear cycle for wrinkle-free drying.

point custom launders every wa



New! **SP**
TOUCH

Dries clothes f



Just touch a button and yo
you want to dry, from delic
bedspreads and work cloth
point Speed-Flow Dryer.
the proper drying times an
type of fabric gets individ
Your new Hotpoint dryer
shuts off automatically. Se
tive new Windsor Gray!

Models LW195 Washer and LB195 Dryer
Model LC195—100% Vent-Free Dryer also available



ALL-FABRIC HOME LAUNDRY. Model LW170 Washer has 4-speed flexibility that lets you select the right combination of washing conditions for your every washable. Matching LB170 Dryer with new Speed-Flow design cuts drying time.

For the first time!
Fast, Efficient
115-Volt Drying!

Just plug into an ordinary
appliance outlet—no 230-volt
wiring needed!

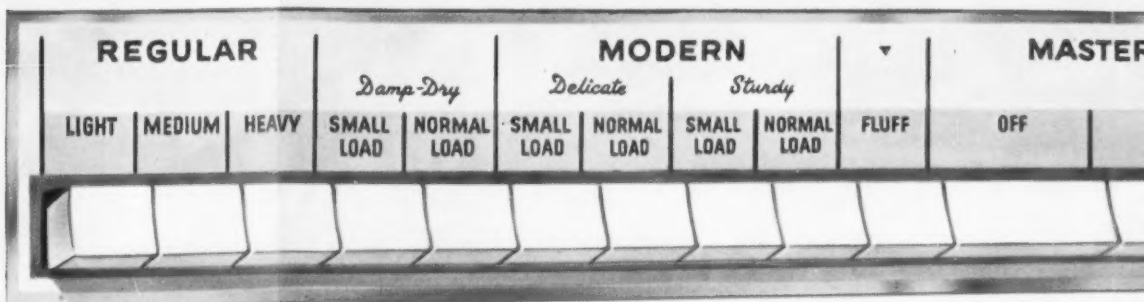


DELUXE PUSHBUTTON HOME
with 2-speed washing offers p
any washable. Matching LB16
drying on 115-volt appliance ou
Suds-Stor Water Saver also av

undersons every washable perfectly

New! SPEED-FLOW ALL-PUSHBUTTON TOUCH COMMAND DRYER

Dries clothes faster—at lower temperatures...for better clothes



Just touch a button and your drying problems are over! Everything you want to dry, from delicate lingerie and wash 'n wears, to heavy bedspreads and work clothes are beautifully dried in the new Hotpoint Speed-Flow Dryer. You touch the button, Hotpoint selects the proper drying times and temperatures to suit any load. Every type of fabric gets individual care—dried to a new fluffy softness. Your new Hotpoint dryer even “senses” when clothes are dry and shuts off automatically. See this Hotpoint beauty today in distinctive new Windsor Gray!

- “Wrinkle-Free” drying for wash 'n wears; regular fabrics easier to iron
- New Deluxe Lint Screen is right up front—move for quick cleaning; leaves clothes “lint-free”
- Big capacity drum holds 20 pounds damp-dry
- Exclusive No-Glow Heating Units never get hot—an industry FIRST for safer, cooler drying!



**NEW HOTPOINT
SPEED-FLOW
DESIGN DRIES
TYPICAL LOADS OF
CLOTHES
IN ONLY
35 MINUTES!**

New Speed-Flow drying principle “dries” before it reaches clothes—so it can absorb moisture from the clothes in less time. By first “super-drying” typical 10-pound loads in 35 minutes, an average load of wash 'n wears, special items in 10 minutes or less—safer because drying temperatures are lower, no “baked” clothes. Models LB160 and LB140 operate on regular 115-volt outlet (115-volt) for fast, efficient drying. Models save you money on installation and for drying for special items.

Models LW195 Washer and LB195 Dryer
Model LC195—100% Vent-Free Dryer also available

the first time!
*Efficient
115-volt Drying!*

into an ordinary
outlet—no 230-volt
needed!



DELUXE PUSHBUTTON HOME LAUNDRY. Model LW160 Washer with 2-speed washing offers proper wash and spin speeds for any washable. Matching LB160 Dryer gives you fast, efficient drying on 115-volt appliance outlet. Model LW1606 Washer with Suds-Stor Water Saver also available.



PUSHBUTTON HOME LAUNDRY. Model LW141 Washer has combinations of water temperatures, water-saving 3-way filter. Model LB160 Dryer matches LW141 Washer as well as LW1606. Dryer operates on 115-volt appliance outlet.

ctly!

BUTTON RYER

er clothes care!



wash 'n wears; even makes

s right up front—easy to re-
aves clothes "lint-free"

0 pounds damp-dry wash

g Units never get "red hot"—
er, cooler drying!

principle "dries" incoming air
—so it can absorb more moisture
ne. By first "super-drying" the air,
typical 10-pound damp-dry loads
load of wash 'n wears in just 20
10 minutes or less! Clothes dry
emperatures are lower—no over-
s.
operate on regular appliance out-
ast, efficient drying. Both these
installation and feature no-heat



Model LW141 Washer has six
water-saving 3-way fill con-
141 Washer as well as LW160
appliance outlet.

AUTOMATIC HOME LAUNDRY. Model LW140 Washer with 3-cycle
dial gives you the proper wash time for light, regular or heavily
soiled clothes. Matching LB140 Dryer has the new Speed-Flow
design with true 115-volt drying. Model LW1406 Washer with Suds-
Stor Water Saver also available.

Choose the new
Hotpoint Home Laundry
that's best suited for you!

WASHERS	LW140 LW1406	LW141	LW160 LW1606	LW170	LW180	LW122	LW123
Touch Command Pushbutton Control					11 Buttons with dial	12 Buttons	14 Buttons
Cycle Indicator Lights let you see progress of wash						2	4
Free-Span Control Center					X	X	X
Automatic Dual Bleach and Rinse Dispenser					X	X	X
4-speed Flexibility gives you multiple choice of wash, spin speeds				X	X	X	X
Available in 4 Colortones—Petal Pink, Sunburst Yellow, Turquoise Green, Woodtone Brown or Classic White				X	X	X	Windsor Gray Only
2-speed motor gives you Touch Command selection of agitation, spin speeds			X	X	X	X	X
6 combinations of wash, rinse water temperatures		X	3 Wash 2 Rinse	X	X	X	X
Water-Saving Partial Load Control	Select	3-Way	3-Way	3-Way	3-Way	2-Level	3-Level
Full-Time Underwater Lint Filter	X	X	X	X	X	X	X
Dual Detergent and Dry Bleach Dispenser	X	X	X	X	X	X	X
Suds-Stor Automatic Water Saver	LW1406		LW1606				
Lighted Controls	Triple Timed-Cycle Lighted Dial				Full-Width Fluorescent Lamp		
Pre-Selected Wash Time	X	X	X	X	X	X	X
Full-width Control Housing	X	X	X	X	X	X	X
Thorough Triple-Action Rinsing	X	X	X	X	X	X	X
Automatic Sediment Swirl-Out removes sand and heavy soil	X	X	X	X	X	X	X
Smooth Wall Spin Tub	X	X	X	X	X	X	X
Big, 16-pound Tub Capacity	X	X	X	X	X	X	X
Convenient Side-Hinged Lid has printed instructions on inside	X	X	X	X	X	X	X
All-Porcelain Finish—inside and out	X	X	X	X	X	X	X
5-year Written Parts Replacement Warranty on Coaxial Transmission	X	X	X	X	X	X	X
DRYERS	LB140	LB160	LB170	LB180	LB190 LC190	LB195 LC195	
Vent-Free Condenser Dryer					LC190	LC195	
100% Pushbutton Control					X	X	
Free-Span Control Center				X	X	X	
Touch Command Drying			X	X	X	X	
3-Cycle Drying—Fabric Minder, Wash-and-Wear, Select-O-Time			X	X	Fully Programmed		
Interior Lamp			X	X	X	X	
Available in 4 Colortones—Petal Pink, Sunburst Yellow, Turquoise Green, Woodtone Brown and Classic White			X	X	X	Windsor Gray Only	
Toe-Touch Door Opener lets you keep hands free to handle wash			X	X	X	X	
Lighted Controls	Lighted Control Dial			Full-Width Fluorescent Lamp			
Special Wash-and-Wear Drying Cycle		X	X	X	X	X	
Fluff Cycle (tumble only) perfect for damp drying, "dusting" draperies	Dial Setting	X	X	X	X	X	
Full-Width Control Housing	X	X	X	X	X	X	
Pushbutton Temperature Selection	3	4	Time and Temperature automatically controlled				
Pushbutton Safety Start Switch	X	X	X	X	X	X	
Door Shut-Off Switch stops drying operation when door is opened	X	X	X	X	X	X	
Porcelain top, drum, interior	X	X	X	X	X	X	
Big 20-pound damp-dry capacity drum	X	X	X	X	X	X	
Instructions on inside of door	X	X	X	X	X	X	
Convenient-access Lint Screen	X	X	X	X	X	X	
Operating Voltage	115 or 230 volts		230 volts	230 volts	230 volts	230 volts	

Hotpoint has a policy of continuous improvement on its products and
reserves the right to change materials or specifications without notice.

Hotpoint

A Division of General Electric Company 5600 West Taylor Street, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS
CUSTOMLINE® • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS
AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

Call Your
Hotpoint Distributor
Today!

Tear out this insert and use the reverse side
as a striking wall banner for your store!



THE DIFFERENCE IS DEMONSTRABLE!



Your fingers never smudge the sound in General Electric Stereo

This is basic marketing philosophy at General Electric: *to enter a new market only when its products can bring a basic improvement in value to the consumer.*

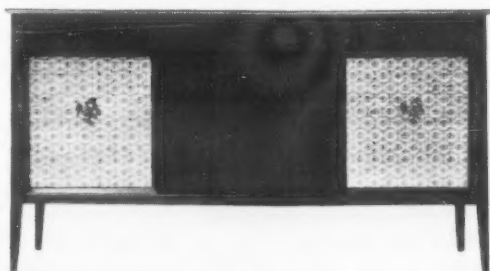
With Stereo, that time is now. And the difference is demonstrable. For example . . . The "Record Saver." Here is one of the most demonstrable features that ever closed a sale. Hand the custom-

er a jacketed record. Ask him to remove it without smudging the playing surface. Then show him how it's done with the exclusive "Record Saver."

For the clincher, demonstrate the "Vacu-Magic Cleaner," a tiny vacuum cleaner, mounted underneath the tone arm. Let him sprinkle cigarette ashes on the record and watch every speck swept up and away as the record turns.

Surface noise has always been objectionable. With the new "Resonance" feature, clean sound is more important than ever before. And General Electric cuts surface noise practically to zero with these exclusive advancements.

This is part of what we mean by the "demonstrable difference" General Electric retailers enjoy. You can hear it, you can see it, you can *sell* it!



RESONANT STEREO

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Audio Products Section • General Electric Company • Decatur, Illinois

Employee Gift Matching

Another Good Way To Help Our Colleges And Universities

The business community continues to make an impressive record in giving badly needed financial help to our colleges and universities. This year the Council for Financial Aid to Education expects that business contributions to higher education will be well over four times their total of about \$40 million a decade ago.

If these contributions, which were about \$150 million last year, continue to increase at the present rate, they will hit the target of \$500 million set for business aid to our colleges and universities in 1970. This is the amount which, the Council calculates, must come from business if these institutions are to have the money to do their job properly a decade hence.

However, it would be a fine thing both for the nation and the business community if that \$500 million dollar target were hit well before 1970. This would put us ahead of a schedule (it is a conservative schedule) in getting on top of what remains one of the nation's most crucial problems—that of having its colleges and universities adequately financed which they are very far from being right now.

There is, we believe, one quite simple way by which financial support for higher education by business firms might be considerably speeded up. All that is required is that business firms generally abandon the idea that it is possible for every company to have a program to provide such support that is novel and distinctive, and that this is the only way that interests of prestige and good public relations can be served.

There are nowhere near enough good plans to provide financial help for higher education to equip even a small percentage of our business firms with one that is novel and distinctive. Also **there are a number of very good plans which, so far as we can tell, lose nothing of their value for prestige and good public relations by being used by a large number of companies.**

The Gift Matching Idea

One plan with these attractive characteristics is the plan by which companies match the gifts of their employees to colleges and universities, and now increasingly gifts to independent secondary schools. So far as we can discover the general plan was invented by the General Electric Company, with what it calls its Corporate Alumnus Program. Now, with variations on the same basic design, almost 100 companies have gift matching plans. We at McGraw-Hill are included in this number.

The gift matching plans vary considerably in detail. Some are limited to alumni of the schools to be benefited. In others any employee can participate by making a gift to an eligible institution. There are also variations in the maximum amounts of gifts by individuals and to individual institutions which will be matched. Some companies have "open end" plans; others limit the total to be matched in any one year. All of the plans, however, embody the same central gift matching idea.

When the plan was first launched some college administrators of little faith in the fundamental generosity of the alumni and friends of their schools expressed the fear that if gifts were to be matched they might be made smaller in the first place. The opposing view was that the possibility of having them matched would stimulate more and larger gifts.

Advantages Of Gift Matching

So far as we have been able to discover, the expectation that giving would be stimulated by gift matching has been validated by the experience with the plans. This has been our experience at McGraw-Hill. Some other important virtues of the gift matching programs have been summarized by

LEADERS OF SOME OF THE INSTITUTIONS WHICH HAVE SHARED IN THE MCGRAW-HILL EMPLOYEE GIFT MATCHING PROGRAM EXPRESS THEIR VIEWS

"We particularly appreciate the fact that your grant is unrestricted, and can therefore be used for our area of greatest continuing need — the General Education Fund, from which faculty salaries come."

W. BOYD ALEXANDER, Vice President and
Dean of the Faculty
Antioch College

"We are grateful, not only for the financial support given to The Cooper Union by your company, but also for the stimulus it has provided our alumni in your employ to make annual gifts to their Alma Mater."

EDWIN S. BURDELL, President
The Cooper Union

"The gift matching program has a dual advantage. First, it acknowledges and repays a debt of honor to those colleges which, often at great loss to themselves, have trained and educated the men who are now among your personnel. This is most fair and equitable. Secondly, by offering to match up to a given limit the contributions of alumni, you encourage support of their own colleges on the part of graduates, who themselves are so indebted."

President EDWARD B. BUNN, S. J.
Georgetown University

"Thanks to your doubling of the annual gifts of one of our generous and loyal friends who works with you at McGraw-Hill, we are well on the way toward creating what for us will be an extremely helpful scholarship fund. This would not have been possible without the gift matching program."

C. ADRIAN HEATON, President
California Baptist Theological Seminary

Ernest T. Stewart, Executive Director of the American Alumni Council (1785 Massachusetts Avenue, N.W., Washington, D.C.) who would be glad to provide detailed information about them, and the names of companies having such plans. Of the gift matching idea he says,

"First—it assures the corporation that its gifts go direct to those colleges and universities which have furnished it with trained manpower.

"Second—it places responsibilities for the gifts on the institutions themselves and drives home the point that they must make a real effort with their own alumni.

"Third—it leaves the final decision of corporate support basically to the employees."

For many companies which are fearful of complicating their relations with their customers by courting charges of favoritism if they provide direct financial support for any particular school or group of schools, this latter consideration can be of decisive importance.

The gift matching plan also has what for many companies is the very important virtue of being simply and easily administered. Some additional virtues of the gift matching plan, as seen by officers of institutions which have been beneficiaries, are indicated in the box at the top of this page.

Effective And Easily Managed

We at McGraw-Hill are well pleased with our gift matching program. It is a broad program in which all employees and a wide array of colleges and universities, both privately and publicly supported, are eligible to participate. We commend it as an effective and

easily managed plan to provide urgently needed financial aid to higher education.

We also urge that business firms adopt this or one of a number of other very good programs of financial aid to higher education* rather than delay in the hope of hitting upon some quite new and distinctive plan. There are very long odds that such delay will prove unavailing. In the meantime our colleges will be losing financial help which it is profoundly in the interest of the business community and the nation to see that they get—and get fast.

*An earlier editorial in this series dealt with tuition supplements as another good way to help our colleges and universities. Reprints of this editorial are available. So are copies of a "more or less Socratic dialog," entitled, **A Business Wrestling with the Problem of Aid to Colleges and Universities**. It was prompted by the efforts of McGraw-Hill to find suitable methods of providing financial aid to higher education.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nation-wide developments. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.

Donald C. McGraw

PRESIDENT

MCGRAW-HILL PUBLISHING COMPANY, INC.

ASSOCIATION NEWS

National Retail Merchants Assn. has broadened National Retail Merchants Week to include the entire field of retail distribution. The "week" will be observed from Jan. 30 to Feb. 4, 1961. Original concept of the celebration was to mark the founding of the association. Now "all retailers can and should enter on an equal basis," said Edward F. Engle, manager of the sales promotion division of NRMA.

Brand Names Foundation Inc. announced that James T. Aubrey Jr., president of the CBS television network, has been named chairman of the Brand Names Week planning committee for 1961. He will organ-

ize nationwide promotion of Brand Names Week, May 4-14, 1961, as well as the three-day meeting in New York's Waldorf-Astoria Hotel, beginning May 2.

David R. Hull, 1959-60 president of the Electronic Industries Assn., is the new chairman of the EIA legislative policy committee. He is corporate executive vice president of Hoffman Electronics Corp.

Claude D. Lawrence, vice president in charge of sales for the New England Power Service Co., Boston, has been appointed chairman of the sales division executive committee of Edison Electric Institute.

Marvin J. Berz, president of Marvel Metal Products of Chicago, has been elected president of the Steel Kitch-

en Cabinet Manufacturers Assn. Richard W. Sponholtz, vice president of Geneva Modern Kitchens, was named vice president.

Mrs. Frances M. Folsom, director of the Home Economics Institute of Hotpoint, was elected president of the Chicago chapter of the Electrical Women's Round Table, Inc. Other officers are: vice president, Alice Stoltzner, Sears, Roebuck and Co.; secretary, Dorothy Demmy, Kenyon and Eckhardt; treasurer, Helen-Michelle Rodgers, NARDA.

Appliance Service Technicians Assn. of New Orleans aided in organizing home laundry appliance servicing courses in cooperation with the Delgado Trades & Technical Institute. Classes include basic electricity, practical mechanics repair.

There are
plus profits
in Paragon
appliance
timers



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PARAGON
ELECTRIC COMPANY

1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON

BONANZA!



The wraps are off what promises to be the most profitable, best selling tape recorder in the low price field

The New Tempo by Pentron

Model GR-15

The superior performance and quality of this new tape recorder speaks for itself. For only \$119.95, sell performance and features normally found only in tape recorders in the \$200.00 price range. This is a real Bonanza! You get more to sell, you make more money, and your customers get more tape recorder for their money.

Look what you have to sell: Unilever Control, the most

dependable tape recorder mechanism ever; a 6" PM Alnico-5 High Fidelity cone speaker, and a hand-wired, transformer-powered, "humless" AC amplifier; holds 5" or 7" reel; plays at either 3 3/4" or 7 1/2" speeds; a whisper-quiet, 4-pole motor for smoothest operation; a Nortronics Record/Play head that plays back 1/4-track, 2-track or 4-track stereo tapes (in stereo version) without having to be manually adjusted. It's a real Bonanza of profit and value. Find out today.

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Subsidiary of Pentron Electronics Corporation, 779 South Tripp Avenue, Chicago 24, Illinois
Exclusive Distributor Franchises available. Write for details.



The Pentronaire Purifier is brand new and profitable, too...be sure to see it

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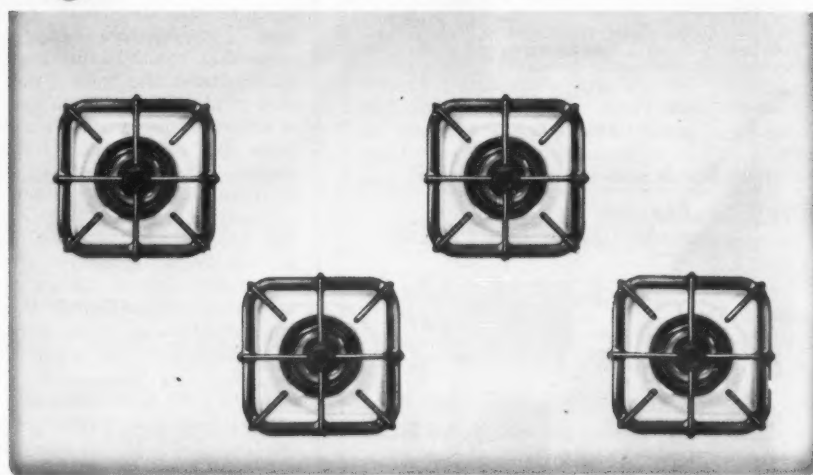
ELECTRICAL
MERCHANDISING WEEK



GET IN ON THIS

BIG-PROFIT PROMOTION!**ROPER***Christmas
Special***40" EPICURE
GAS RANGE**
with Exclusive
"Staggered" Top*NOTHING ELSE LIKE
IT IN THE MARKET!*

Model D74E43

**Roper's "Staggered" Top
Gives You More to Offer**

It's easy to demonstrate to your customers the many advantages of Roper's exclusive "Staggered" cooking top. Show them why it's America's most convenient way to cook.

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KANKAKEE, ILLINOIS



BROCKWELL says

'Keep In Touch With Repairmen'

A servicing dealer's clerk who receives an urgent repair order in midafternoon and forgets it until the repairman pops in the door at quitting time doesn't need chiding for her thoughtlessness as much as she needs to be introduced to a sys-

tem for relaying emergency service calls promptly to the repairer while he is in the field.

To minimize customer inconvenience is reason enough to set up such a system. Another: Though a repairman can't be spared overtime

work entirely—for there's always a chance of a freezer failure at 4:40 p.m.—it is an imposition to keep him after hours unnecessarily if you pay him a salary. And if you pay him an hourly rate, why spend more for labor than you have to?

If your service operation needs improvement along this line, here are three commonly used systems for keeping in touch with repairmen:

1. Have repairer telephone office periodically. He should call the office at midmorning, midday and midafternoon, at least. Some repairmen like to make still another call to the office—just before starting the "home run"—to minimize chances of being handed a rush order on reaching the shop.

If you use this system, make it

clear to your clerks that only emergency orders are to be assigned by telephone unless the serviceman asks for one or more "fill in" jobs, for most servicemen usually start the day with a tightly scheduled, full day's assignment. Clerks unfamiliar with service routine are noted for jabbering at length with the serviceman, whenever he calls, about every service order received since he was last in touch.

This system has one drawback: Three or four telephone calls a day, during many of which no business is transacted, do take a bite out of production time.

2. Have clerk telephone repairer whenever necessary to relay emergency call. If this system is worked properly, a clerk can reach the repairman usually by making one telephone call; rarely are more than two calls necessary. If you use this method, you must add one minor duty to the repairman's daily responsibilities: Have him stack the copies of the work orders for the day's assignment—those copies which are to remain in the office—so that they will correspond with the routing of the original work orders that he carries with him. From that itinerary, the clerk can "nail" the repairer quite readily by allowing about an hour for each service call.

But should you forbid your serviceman to use a customer's telephone for any other purpose than to expedite business which concerns that household?

To avoid any hint of intrusion, it is a good idea to instruct your clerks to ask the customer to do nothing more than convey this three-word message to the repairman: "Call your shop." He can then use a public telephone between that job and the next.

3. Use mobile radio-telephone in service car. If you have a yen for the really modern, ask your telephone company about installing a mobile radio-telephone in your service car so you can call your repairer from any wire telephone through the company's central office. (They have other systems available, too, but the one suggested is about the most practical for this kind of use.) Costs vary somewhat from one area to another, but here are some round figures that might interest you: Installation charges for a mobile radio-telephone in your service car will run about \$60 after which you will be billed a minimum monthly charge of about \$35—which allows you up to 20 three-minute calls in a given zone. Additional three-minute calls in a given zone run about 30¢ each.

ABOUT THE AUTHOR—P. T. Brockwell's name is a familiar one to the readers of EM Week. His articles on effective service management have earned him a wide following among appliance dealers and his two series of articles on repairing both major and small appliances have been reprinted in book form by the McGraw-Hill Book Co. A serviceman himself for many years, Brockwell turned to writing when eye trouble forced him to leave the service field. But his years of experience have stood him in good stead and appliance dealers all across the country have no trouble in recognizing that Brockwell knows what he's talking about when he discusses service problems.

DEALER'S CHOICE



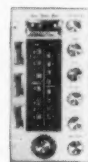
Model KD365 Olympic 6-Way StereoCenter

166

STEREO-TV-RADIO 6-WAY COMBOS

to step-up your profits!

- Choice of more stylings! More fine furniture finishes!
- New color TV... 21", 23", 24" black-and-white TV (diag. meas.)
- AM, AM/FM, or Simulcast stereo radio!
- Custom hand wiring, power transformer, tilted removable "Eye-Eeze" filter!
- Exclusive new Sound Control Center with "Lights That Sell" gives player's choice... from all-in-one stereo to stereo-all-through-the-house, at the flick of a switch!
- Remote or standard TV tuning!
- 3 separate push-button controls for e-x-p-a-n-d-e-d 3-D sound, speech, music!
- Sell multi-speaker hookups for extra speaker enclosure profits!



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EXTRA VALUES... STEP-UP PRICING... ALL WIDE MARGINS... MORE NET PROFITS!

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\$3.00 per line, minimum 3 lines. Position Wanted ads in this style, 1/2 the above rate. To figure advance payment count 5 average words to a line.

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The advertising rate is \$23.07 per inch for all advertising appearing on other than contract basis. Contract rates quoted on request.

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Excellent position available with large organization—marketing promotion—merchandizing background—experience should include

- a solid background in planning and developing full-scale sales and marketing plans
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This vacancy requires a man with five to ten years of management experience and a proven record of ability who can

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Position located in New York City—Top company—Full scale benefits—Send two resumes—Include past earnings—All replies held confidential.

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profits more with

KitchenAid® QUALITY FOOD PREPARERS

She gets the finest food preparer made...he gets everlasting appreciation...and YOU get your full profit and everlasting good will. KitchenAid—the full-line with the fattest profits. Write: KitchenAid Electric Housewares Div., The Hobart Mfg. Co., Dept. KEM, Troy, Ohio. In Canada: 175 George St., Toronto 2.

New!

Power Portable Mixer

has exclusive power-booster that automatically steps up stirring power as the batter thickens. No mixer slowdowns—just perfect blending, consistent results. No ingredient spraying due to excess stirring speed, either. Has every wanted selling feature.



KitchenAid Mixer

—also larger 4- and 5-qt. models—all, with exclusive round-the-bowl mixing action, mix thoroughly to bowl edge. Complete food preparers: attachments chop, shred, slice, juice, even open cans—build bonus sales you will like!

Coffee Mill

—for the fresher, finer flavor of real bean coffee, custom-ground electrically. More delicious cups per pound (more sales volume with good profit, too).



KitchenAid®

the dealer's profit appliances

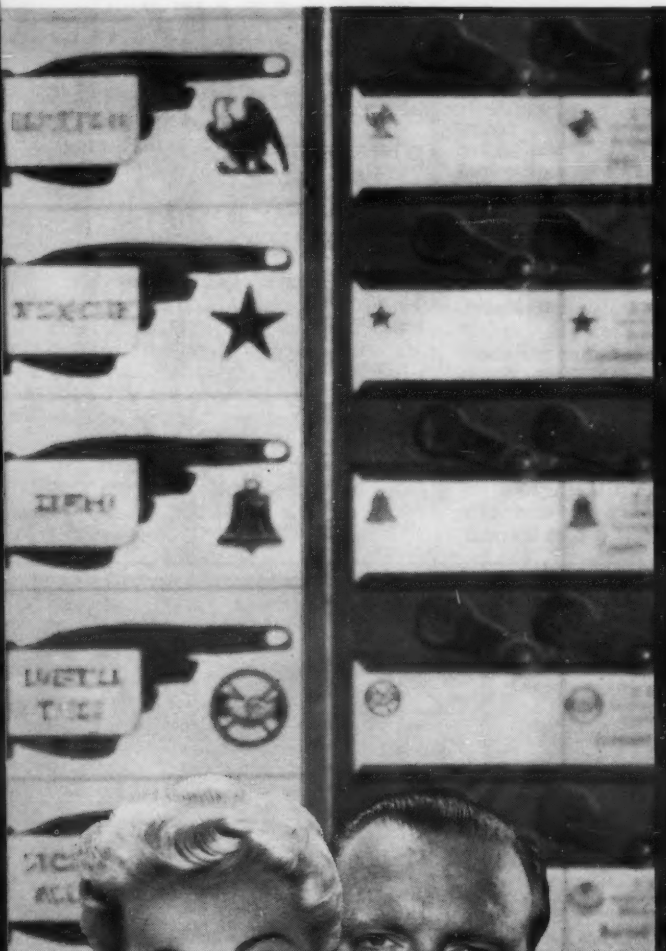
Westinghouse Buffet Fry Pan- Bisquick offer!

8 million coupons in Bisquick boxes!
Big \$3 savings to your customers
...offer costs you nothing!



Never before

so much good news for you, from Westinghouse! We've got 3 rousing promotions on the way to keep your cash registers busy from now right through Christmas. **1.** Lead-off event is the Westinghouse Buffet Fry Pan-Bisquick promotion, ingeniously designed to attract ready-to-buy customers to your store from every grocery and supermarket in town. **2.** We've made every minute of Election Night your selling time, with Westinghouse news going out to the biggest radio-TV audience in



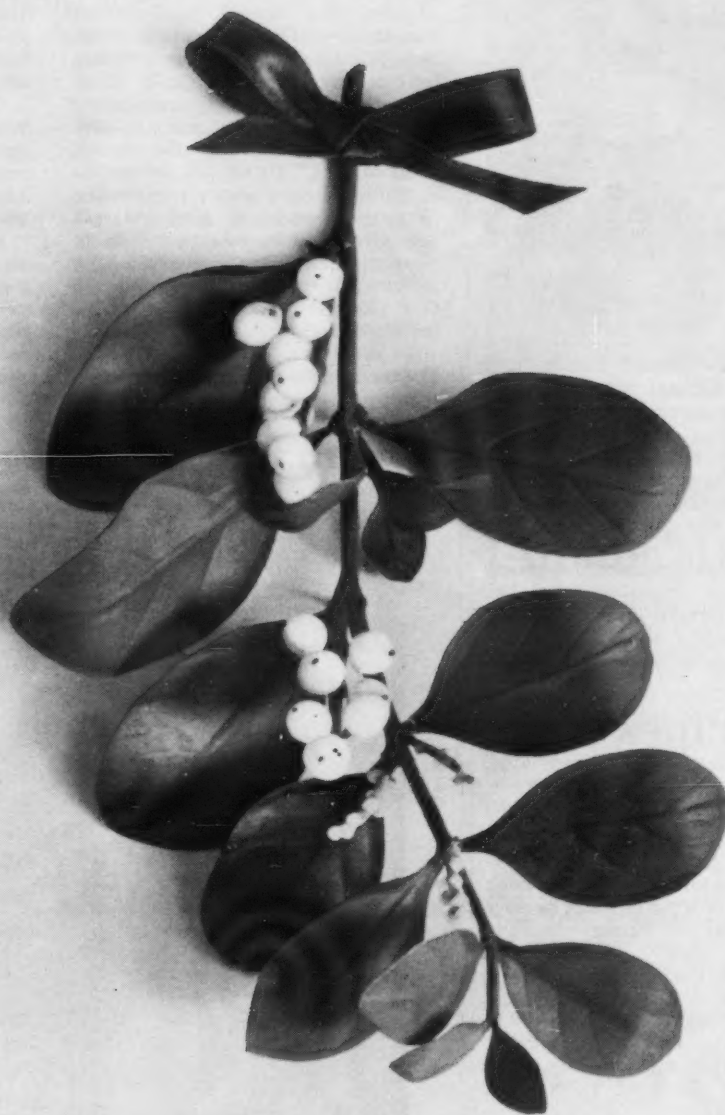
Walter Cronkite

rings up the returns...

Betty Furness

rings up sales for you all through

Election Night!



Mistletoe Magic!

Carloads of fresh mistletoe
for your customers, old and new!

history...and **3.** we're rounding out the year with the glorious "Mistletoe Magic" event. What better way to wish your customers a Merry Christmas...and invite them to see your wonderful Westinghouse gifts? Don't wait—call your distributor today about these latest Westinghouse innovations in selling for you in 1960!

Westinghouse



Manufacturers Enthusiastic

CONTINUED FROM PAGE 1

agree that inventories are in good shape at the factory level and chances for any widespread dumping are slight.

Prices, say housewares manufacturers, will be about the same as last year. "But," said Marvin Allee, Dormeyer marketing director, "prices respond to competition and there'll be plenty of that this year." Still, no one in the industry worries that prices will give anyone any trouble this year.

Hot Christmas items? The betting is on the traditional gift items—can openers, hair dryers, blenders, mixers, fry pans, steam irons and toasters—but a lot of people are betting that scrubber-polishers will really go into orbit as big Christmas sellers this year.

TV makers are looking for a sharp selling season from mid-October through Christmas. And they need it if they expect to get anywhere near their anticipated goal of 6

million units and rid themselves of the inventories that piled up when the switch to 19- and 23-inch models was made. Still, they're optimistic.

Portables will be the hottest items this year, say the TV manufacturers. "I say portables," said C. J. Urban, Westinghouse marketing manager, "because people are getting ready to move to the second set."

A Philco spokesman complained that they couldn't seem to get enough portables and compacts to meet the demand. Philco is pushing its 19-inch \$179-\$189 portable and G-E is stressing a \$219-\$229.95 19-inch compact.

Everybody agrees that radios—typically hot items in the Christmas market—will have another big

year. Philco, Westinghouse, G-E and Admiral all predict that the portable transistors will be really big. The trend, they say, will be toward the gift-packed low-end 6-transistor jobs.

And industry spokesmen agree that clock radios will be as big and maybe bigger than last year.

Consumer interest in AM-FM radios is growing fast. Already, sales are well ahead of last year and everyone expects Christmas buying will push the year's sales to the 800,000 mark.

So, all in all manufacturers appear enthused about the 1960 Christmas selling season. Housewares people are banking that heavy promotions will do the trick; television makers think the trend toward a second set will help them; and the radio manufacturers have a plus in FM and transistor model interest.

TV SALES SERVICE

WE GIVE
POSTAGE
STAMPS



Kilt, Pipes Aid At Hi-Fi Show

Trade show promoter S. I. Neiman set the dates for his big Chicago hi-fi exhibit. Then he sat back and thought of a dozen reasons why the dates were all wrong.

Some of the reasons? The show's opening coincided with the Jewish religious holidays.

Allied Radio—the city's biggest seller of hi-fi equipment—ran a similar show the week before and drew throngs.

The weatherman was promising heavy rain and high winds for each of the show's three days.

The day the show opened, Neiman was frankly dubious as he scanned the exhibits which lined the seventh floor of Chicago's Palmer House Hotel.

Three nights later, the show closed, with Neiman calling it "the surprise success of the year."

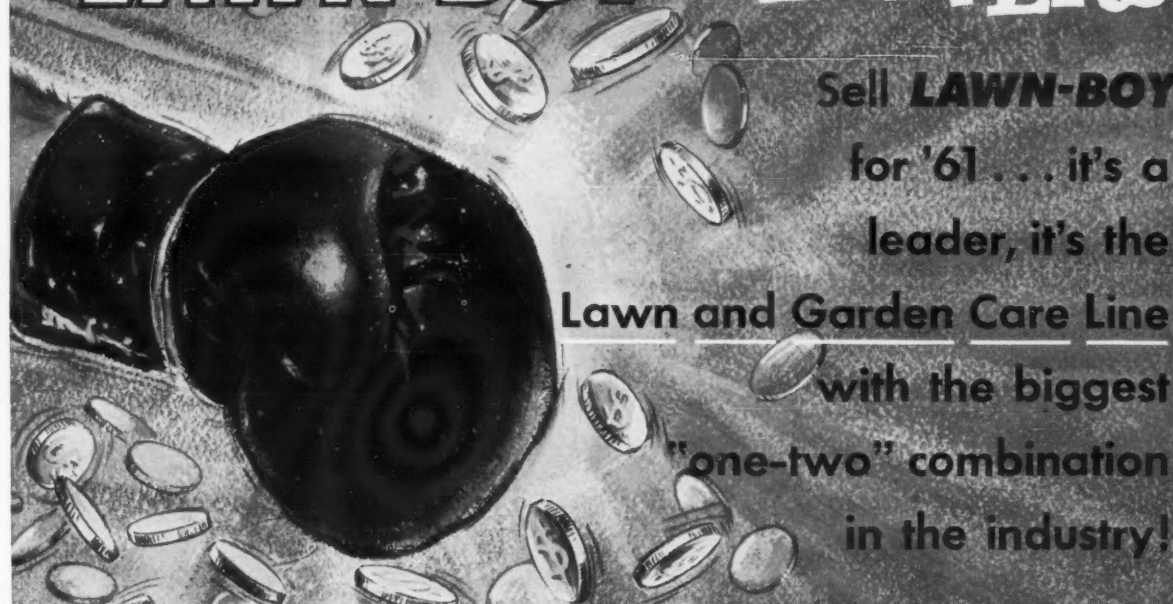
Perfect weather and some last-minute gimmicks brought in the crowds. Attendance eventually hit 22,000.

Neiman hypoed the show with a last-minute ban on bagpipes. He later rescinded the ban, and both acts brought him plenty of free publicity in Chicago papers. Most papers ran pictures of a fetching model, dressed in kilts, playing an again legal bagpipe.

Columbia Pictures helped by tying the show to its Chicago premiere of "Song Without End"—the story of composer Franz Liszt. An actor dressed as Liszt prowled the Palmer House giving away free passes to the movie.

Big exhibitors included Zenith, Motorola and Magnavox. Reverberation was a key word at the show and even component-maker Sherwood turned up with its own version. Schwartz Brothers, a big Chicago TV and hi-fi concern, rented 11 rooms to display the products of a dozen different manufacturers (Ampex, Bogen, etc.).

LAWN-BOY DELIVERS



Sell **LAWN-BOY**

for '61... it's a

leader, it's the

Lawn and Garden Care Line

with the biggest

"one-two" combination

in the industry!

NEW LAWN-BOY HOBBY-GARDENER

Another first from LAWN-BOY! New all-purpose, low price garden tool that makes every homeowner a prospect. Get this: the Hobby-Gardener sells for less than \$100! And get this: it tills, cultivates, edges, digs holes for bulbs, handles a hundred "week-end" gardener chores. Here at last, "power gardening" that everyone can afford. Rugged LAWN-BOY power and performance. Easy handling. Easy selling, too, because nothing compares with this big-volume LAWN-BOY Hobby Gardener on the market today!

Model 1116—\$99.95



**LAWN-BOY 3-hp
Master Gardener
Model LRT-3
\$159.95**

Power tilling for the serious gardener. Real work horse. Easily handled. Tills 16" swath, 6" deep. Handle controls. Always a big seller!

**LAWN-BOY 2½-hp
Gardener
Model LVT-1
\$124.50**

Lightweight, strong tilling power for small space gardening. Tills 9 to 17 inch swath. Loaded with accessories. Low priced!



**LAWN-BOY
Automower**

The Self-Propelled with positive control and easy to operate!

Model 8210—21"—\$119.95



LAWN-BOY Deluxe

For the "middle" buyer who wants the best for just a little less!

Model 7210—21" \$92.50

Model 5210 18"—\$82.50



**LAWN-BOY
Special
Bigger
smaller-lawn
sales!**

Model 3050—18"—\$62.50

Everything's On The Slate...

... in Kansas City. When the International Assn. of Electrical Leagues meets in that Missouri city Oct. 5-7, speakers will tackle subjects ranging from mail to wiring to electrons to servicing.

Keynoting this 25th annual gathering of league men is the group's president, Clifford C. Simpson, who will set the tone of the three-day conference with his question "Follower or Leader—Which?"

Some of the other industry notables who will speak: Joseph F. Miller, NEMA managing director; S. R. Knapp, EEI president; Mrs. Jessie Cartwright, Norge's home service director.

Full-Range Electrostatics—IF...

Now you can sell full-range electrostatic speakers for stereo systems.

The difficulties have all been solved, and the electrostatic speaker can cease being just a special kind of tweeter.

That is, it can if your customers will pay \$1,030 for it.

That's the price of the new Model 9 speaker system introduced by KLH Research and Development of Cambridge, Mass. Malcolm S. Low, a vice president of the concern says, "As far as we have been able to judge, the Model 9 approaches the state of being a theoretically perfect sound system."

The hitch, besides the price, is this: The system consists of two

cabinets, each 23½ inches wide and 70 inches high, but just 2¾ inches thick. They weigh 120 pounds, ready for shipping. Each of the speakers generates sound off both faces, providing 28 sq. ft. each of radiating area to get low-frequency fidelity.

According to KLH, "a systematic reduction in area occurs at higher frequencies to preserve the appropriate dispersion at each frequency." Fortunately, KLH's customary two-year blanket guarantee applies.

Vice President Low said, "KLH has no immediate plans for mass marketing of the Model 9 speakers, although our dealers will accept orders."



MRS. BALTZ inspects communications in her new "atomic" home.

Farm Belt Sees 'Atomic' Home

Twenty-four suppliers teamed up to produce the "Atomic Prairie Lady" on view at the World's Fair of Agriculture near Joliet, Ill.

Montgomery Ward brought the appliances and furnishings, Nu-Tone, Inc., provided range hood, intercom and the music center for the house that attracted 30,000 visitors. The house's new owners are Mr. and Mrs. Donald Baltz Jr. who were fair "hosts."

The latest Prairie Lady Home is both big, (24x70 feet) and all-electric. It is so modern that the current supplied comes from a Commonwealth Edison atomic generator. This, plus a fallout shelter, makes the house the "atomic" Prairie Lady.

The World's Fair of Agriculture offered some 300 exhibits and concessions to more than a quarter of a million visitors. It is held each year on a Midwestern farm, the owners of which put up with the crowd in return for such items as a Prairie Lady home.

The house has everything—built-in range, ovens, disposer, dishwasher, washer, dryer, ironer, electric heat and complete intercom system.

In addition to supplying the whole inside of the house—furnishings, decorating and equipment—Wards furnished the services of Margaret Scraper, home furnishings coordinator, who did the interior.



"No, I don't think it would hurt it to be left on all winter."

THE PROFIT PUNCH!

1 POWERFUL PRODUCT

Now for '61, and brand new for '61, all-purpose power gardening tool for under \$100 plus a luxurious new rider with electric starting at no extra cost—round out the biggest sell-out line in Lawn-Boy history! Cash in on the brand that is getting the attention of second-time-around buyers—50% of your market. The brand that is easier-starting, trouble-free, power-matched, better built throughout. The brand with a proven name for quality and profit... Lawn-Boy!

2 POWERFUL PROMOTION

Strong national advertising in the big, buying books, yes! Plenty of it. But more important... 3 big promotions for '61 that will top anything you've seen. To "traffic" your store. Extend your selling period. Make you the envy of competitive dealers. Instructions, display materials, 3 complete promotions—each time personally implemented by Lawn-Boy sales personnel. All this plus strong co-op advertising assistance from your Lawn-Boy Distributor. Go Lawn-Boy for '61!



LAWN-BOY Grass Catcher
Cleans and sweeps as it mows!

Model 7250—21"—\$99.95



LAWN-BOY Quietflite
The softer mowing sound that sells!

Model 5250—19"—\$99.95

LAWN-BOY reserves the right to make engineering changes without prior notification or responsibility to the purchaser.

THIS YEAR OF ALL YEARS IS YOUR YEAR TO GO LAWN-BOY!

Get all the facts now... the full profit story... details about your LAWN-BOY protected franchise—mail coupon today! And be sure to see the LAWN-BOY line in person... Booth 701 at the National Hardware Show at the Coliseum in New York. You are welcome!

The Top Profit Line In The Industry

LAWN-BOY

OMC ENGINES & EQUIPMENT DIVISION
Outboard Marine Corp., Waukegan, Ill.

CLIP THIS COUPON... MAIL IT RIGHT NOW

Yours with
LAWN-BOY
protected profits...
protected franchise...
protected service
from over 3500
Authorized Service
Dealers covering
the U.S.A.!

LAWN-BOY, Dept. LEMW-100

OMC ENGINES & EQUIPMENT DIVISION
Outboard Marine Corp., Waukegan, Ill.

Check one square...

☐ Send me full details on the
new 1961 LAWN-BOY line

☐ Tell me how I can become
a LAWN-BOY dealer

Name _____

Address _____

City _____ Zone _____ State _____

PEOPLE in the NEWS

Admiral—Larry L. Malin was elected vice president of the commercial electronics division. He will supervise the sale, leasing and servicing of Admiral TV, radio systems, appliances and other special installations in hotels, motels and hospitals in the U. S. and Canada.

RCA—Lloyd R. Day has been appointed manager of new business development for the electron tube division. He was a member of the vice president's staff and general manager of the division.

Estey Electronics—Ernest M. Hunt was appointed regional sales manager for Estey organs, and will be responsible for sales and dealer activities in the East Texas and Louisiana areas.

Eureka Williams Co.—A realignment of the Southwest sales force consolidates the Texas-Oklahoma region under Jim Davis. He will have complete sales supervision of all Eureka accounts in the area. Davis was previously in charge of brand sales to regular dealers. A new factory branch in San Antonio, Texas, will have A. J. Power Jr. at the helm. James F. Devitt becomes manager of the Buffalo branch.

Hardwick Stove Co.—James D. Hessner was appointed sales manager of the builder division.

G-E—Charles A. Gustafson has been promoted to manager of radio

sales for the radio receiver department in San Carlos, California. He replaces Norman R. Langenfeld, who goes to Bridgeport, Conn., as marketing manager for the portable appliance department.

Amphenol-Borg Electronics Corp.—R. F. Meinicke was appointed vice president, sales, of the Amphenol distributor division. He was formerly sales manager of the same division.

Sylvania Electric Products Inc.—Kenneth R. McMillen was chosen West Coast district service manager for Sylvania Home Electronics Corp., marketing subsidiary.

A FTC Movie For Dealers?

That's the possibility, according to John R. Heim, director of FTC's Bureau of Consultation.

The movie would explain the dealer's responsibility under the Clayton Act as amended by Robinson-Patman, dealing in particular with advertising allowances.

If the movie is produced—and that's not a certainty—it would be shown by manufacturers at dealer and distributor meetings across the country.

Today, the dealer feels that Robinson-Patman is for the manufacturer, not for him, according to Heim, and the movie might remove this feeling of remoteness from the law.

What the FTC has to decide now is the format for the movie and if it can afford production costs.

Portable Organs Gaining As Quality Sales Items

Electric organs—including portables—should be sold as quality musical instruments, not off-beat gimmicks, warns a famous national distributor

Portable electric chord organs are scoring some of the most impressive gains in the music instrument and merchandise business.

Sales so far for 1960 are running 8% ahead of last year. Total music sales last year were \$550 million and for 1961 a \$600 million year is possible, predicts William T. Sutherland, president of the American Music Conference.

One of the kingpins in the industry is David Wexler, head of the Chicago music distributing company which bears his name. Wexler controls thousands of franchises, holds 5,000 dealers in his pocket. When he talks, the rest of the industry listens to his voice.

Here's what he told EM Week in an exclusive interview:

• "The portable organ is here to stay and grow if sound merchandising practices are followed."

• "The organ must be sold as a quality music instrument by music men rather than as some off-beat gimmick peddled by appliance stores, discount houses and what-have-you."

• Fly-by-nighters with cheap and flimsy merchandise and industry

men who have gone too competitive have at times given selling portable organs a bad name.

• The business is much healthier than it was, now that some of the "questionable peddlers" have been forced out. Profits are rising in the organ business.

To back up his opinions, Wexler points out the record of his own Frontilini brand, plus "several manufacturers I have talked to." All show sales two-to-one in favor of higher quality units.

It's a great and beautiful future for those who follow the true faith, Wexler feels. He points to continuing sales of music books as evidence that organs once bought are continually used—and then he throws in a plus for the profits to be made by selling the books.

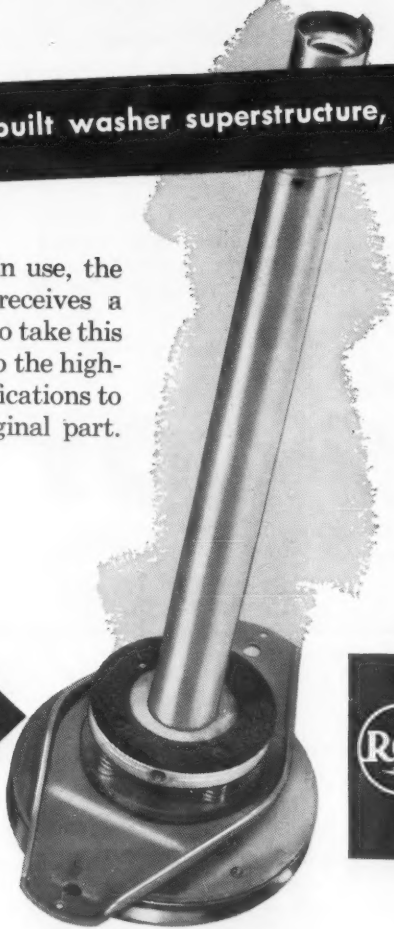
The true faith, Wexler says, is built on one solid foundation—the chord organ requires no musical training to play. The route to follow, therefore, is simple demonstration salesmanship, then quality, quality, quality.

Just one problem remains, Wexler adds, and that is getting the seasonal tag off the instrument. With some understatement he says, "It's not easy selling the first quarter, but aggressive promotion, dramatic display and school work can make the organ a year-round seller."

Make no mistake, Mr. Serviceman

When you use a rebuilt washer superstructure, you endanger your service profits!

Every day the washer is in use, the superstructure assembly receives a brutal pounding. In order to take this beating, it must be made to the highest quality, precision specifications to fit right, just like the original part.



Whirlpool Corporation sells only new original genuine FSP replacement superstructures...they are never rebuilt

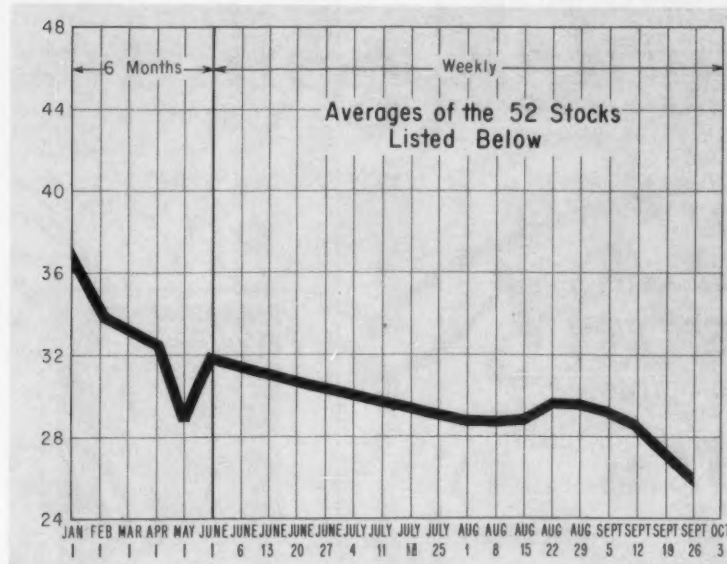
Don't take a chance on rebuilt superstructures! You might save a few pennies in purchase price compared with a new, quality FSP superstructure, but you also could well be letting yourself in for an expensive call-back. Your service reputation is also at stake; don't endanger it with false economies. Play safe with quality FSP parts. They fit right, work right, last long, and protect your service profit.

Factory Specification Parts for
 **Whirlpool** HOME APPLIANCES
 meet the toughest specifications in the industry

Service Division, Whirlpool Corporation, St. Joseph, Michigan

Use all trademarks and RCA authorized by trademark owner Radio Corporation of America

TAKING STOCK A quick look at the way in which the stocks of 54 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS

NEW YORK EXCHANGE

	HIGH	LOW	CLOSE SEPT. 19	CLOSE SEPT. 26	NET CHANGE
Admiral	23 7/8	12 1/2	12 1/2	12 1/2	—
American Motors 1	29 1/2	20 1/4	20 5/8	20 3/4	— 1/8
Arvin Ind. 1	27 1/2	18 3/4	19 1/4	19	— 1/4
Borg Warner 2	48 1/2	33 1/2	33 3/4	33 5/8	— 1/8
Carrier 1.60	41 3/4	27 1/8	30	29 7/8	— 1/8
CBS 1.40B	45 1/4	36 5/8	39	39	—
Chrysler 1	71 7/8	40	41 3/4	41 1/2	— 1/4
Decca Records 1.20	35 3/8	17 3/8	32	32 1/4	+ 1/4
Emerson Electric 1	50	33	40 1/2	42	+ 1 1/2
Emerson Radio .50F	22 1/8	11 1/8	13 7/8	13 1/8	— 3/4
Fedders 1	20 3/8	16 1/2	16 5/8	16 1/8	— 1/2
General Dy. 1.75E	58 3/8	33 1/2	38 1/4	35 5/8	— 2 5/8
General Elec. 2	99 7/8	75	75 5/8	74 5/8	— 1
General Motors 2	55 7/8	43	43	42 1/2	— 1/2
General Tel & El .76*	34 1/8	27	27 3/4	26 3/8	— 1 3/8
Hoffman Elec. 60	30 1/4	18 1/8	20 3/8	19 1/4	— 1 1/8
Hupp Corp. .37T	13 1/4	7 5/8	8 1/8	8 1/8	—
Magnavox 1	55	31 3/4	44	42 1/4	— 1 3/4
Maytag 2A	44 1/2	31	33	33 3/8	+ 7/8
McGraw-Edison 1.40	45 3/4	33 1/8	33 1/2	33 3/8	+ 1/8
Minn. M&M .60	88	65	65 1/4	64	— 1 1/4
Montgomery Ward 2	55 3/8	28 5/8	29 7/8	28 5/8	— 1 1/4
Monarch .30E	19 7/8	12 3/8	12 7/8	12 7/8	—
Motor Wheel 1	23 1/4	14	14 1/2	13 3/4	— 3/4
Motorola 1	98	66 1/4	71 1/4	66	— 5 1/4
Murray Corp.	29 1/8	20 3/8	26 1/4	25 3/4	— 1/2
Philco 1 1/4G	38 1/4	21 7/8	21 7/8	20 3/8	— 1 1/2
RCA 1B	78 3/8	52 1/2	53 3/8	52 1/2	— 7/8
Raytheon 2.37T	53 3/8	34 1/2	35 3/4	32 7/8	— 2 7/8
Rheem .60	28 7/8	15 5/8	16	15 5/8	— 3/8
Ronson .60	13 3/4	9 3/4	12 3/4	12 3/4	—
Roper GD	21 1/2	14 1/8	16 3/8	17 3/8	+ 1
Schick	16 3/4	9	9 3/4	9	— 3/4
Siegler Corp. .40B	43	29 1/4	30 3/4	29 5/8	— 1 1/8
Smith A. O. 1.60A	53 3/8	33 3/4	35 3/4	36 1/2	+ 3/4
Sunbeam 1.40A	64 1/2	48 1/2	51 1/4	49 1/2	— 1 3/4
Welbilt .10G	7 7/8	5	4 3/4	4 5/8	— 1/8
Westinghouse 1.20	65	45 1/2	48 5/8	47	— 1 5/8
Whirlpool 1.40	34 7/8	22	23 3/4	23 1/4	— 1/2
Zenith 1.60	129 3/8	89 1/8	114 1/2	113	— 1 1/2

AMERICAN EXCHANGE

Casco Pd. .35E	10	6 3/4	9 7/8	9 7/8	—
Century Elec. 1/2	9 7/8	7	7	7	—
DuMont Lab.	12 1/2	6 1/2	12 1/4	12 1/4	—
Herold Rad.	7 7/8	1	1 7/8	1 5/8	— 1/4
Ironrite .25T	10 1/2	6 1/8	8	7 1/2	— 1/2
Lynch Corp. (Symphonic)	15	10 1/8	—	11	—
Muntz TV	6 1/2	4	5	4 7/8	— 1/8
National Presto	12 3/8	10 5/8	14	14	—
Nat. Un. Elec. (Eureka)	3 7/8	2 1/2	2 1/2	2 1/2	—
Proctor-Silex	9 7/8	6 5/8	7 5/8	7 1/8	— 1/2
Telectro Ind.	21 3/8	11 1/4	—	16 1/8	—

MIDWEST EXCHANGE

Knapp-Monarch	—	—	5 3/4	5 5/8	— 1/8
Travler Radio	—	—	6 7/8	7 1/2	+ 5/8
Webcor	—	—	12 3/8	10 3/4	— 1 5/8

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. I—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. *Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

ANALYSIS: It was the second blue Monday in a row along Wall Street. Stocks continued to sag with the market making one belated move upward last week only to see the trading revert to the disappointing form established a week ago. Two current events seem to be the chief reasons for the gloomy picture—uncertainty in the present

UN session and the continuing pessimism on the domestic business scene. The EM Week average dropped 1 1/8 pts. New lows, 11 of them, dotted the EM Week chart with electronics among those most affected. Motorola was down 5 1/4 pts., Raytheon off 2 7/8, Hoffman and G-E down a point or more. Active: GM, RCA, Gen. Dy., Gen. Tel&El.

THE Futura SUPER SIX



THE FANTASTIC
ALL-TRANSISTOR
PORTABLE
LOUDSPEAKER
RADIO

6 TRANSISTORS
WITH SUPERHETERODYNE CIRCUIT

Cat. No. 999
Gift Packed
6 to Shipping Case
Case Wt. 9 lbs.

THE ULTIMATE IN QUALITY, STYLE, VALUE!

The finest performance achieved in a budget-priced portable loudspeaker radio! A large Alnico Five loudspeaker insures quality reception—crisp and clear listening pleasure. An automatic gain control prevents "overloading" from strong local stations—yet is powerful enough to bring in out-of-town stations. The Super Six features easy to read tuning dial—built-in ferrite antenna—fold away handle—low cost operation on four standard penlight batteries—compact size—light weight.

THE FABULOUS ALL NEW Futura Medallion



with

- ★ ALNICO FIVE LOUDSPEAKER
- ★ 3 transistors with Reflex Circuit, Volume Control
- ★ Built-in Ferrite Antenna—No Aerial Required
- ★ Pocket-Size—Completely Portable
- ★ Year 'round Selling—special promotions—seasonal events
- ★ Top Performance at a Budget Price

Cat. No. 888
Gift Packed
12 to Shipping Case
Case Wt. 9 lbs.



ELECTRONIC PRODUCTS CORP.

ST. LOUIS 8, MISSOURI

NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first
from Ronson!

New! **Lady Ronson Superbe.** Only lady's shaver with two separate cutting actions—one for legs...one for under-arms. Shaves smoother, closer...with no nicks or scrapes. Comes in glamorous, rich, black velvet gift case with mirror. Shaver available in pink or blue. Suggested retail: \$16.50.

One year free service on all Ronson products. 77 national service outlets.

RONSON
International Standard
of Excellence

Ronson Corp., Woodbridge, N. J.

MAIL THIS COUPON TODAY!

RONSON CORPORATION LS-2
One Ronson Road, Woodbridge, N. J.
Attn: Appliance Product Mgr.
Please send me complete information on all Ronson appliances plus full details of new cooperative advertising program.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



SWING-A-WAY AUTOMATIC-ELECTRIC CAN OPENER and KNIFE SHARPENER starts at the touch of a finger, and turns itself off automatically when lid is cut out. Opens all standard cans . . . leaves a safe, smooth edge. Powerful, ceramic magnet picks up the cut-out lid. Full-size electric knife sharpener included. And it's portable. Handsome cabinet in choice of colors, with chrome and gold trim. **\$24.95**

SWING-A-WAY MANUFACTURING COMPANY • ST. LOUIS 16, MISSOURI

YEATS SAVE UP TO **1/2 HOUR** moving each appliance

YEATS Model No. 7 Height 59" Weight 36 lbs.

smooth runners on back allow handlers to ease heavy loads on-off truck.

30-second strap ratchet fastener. Hand ratchet lever quickly draws heavy 14 ft. web strap (encircling load) vise tight.

step glide Endless twin rubber belts let you roll load over stair edges without marring.

APPLIANCE DOLLIES

save time . . . save back-breaking work moving ranges refrigerators, washers, hot water tanks, etc.,

Made of tough, featherlight aluminum alloy . . . heavily padded with felt in front to protect the most delicate finishes. *Curved cross members cradle curved appliances as well as square shapes. *Close mounted wheels pivot on-a-dime on stair landings and other close quarters. This, plus all the other time saving YEATS features, save up to a dollar's labor handling each appliance . . . more than pay for the dolly in a month's deliveries. Before you "manhandle" another appliance, see your YEATS dealer or write direct!

YEATS APPLIANCE DOLLY SALES COMPANY
2127 N. 12TH STREET MILWAUKEE, WISCONSIN

"Everlast" COVER AND PADS
YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes — Write.



A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	112	120	115	2.6% down* (June 1960 vs. June 1959)
RETAIL SALES total (\$ billions)	18.1	18.1	18.3	1.1% down (Aug. 1960 vs. Aug. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	329	320	340	3.2% down (July 1960 vs. July 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	276	277	284	2.8% down (July 1960 vs. July 1959)
FAILURES of appliance-radio-TV dealers	31	21	23	34.7% up (Aug. 1960 vs. Aug. 1959)
HOUSING STARTS (thousands)	127.4	115.0	142.4	10.5% down (Aug. 1960 vs. Aug. 1959)
AUTO OUTPUT (thousands)	117.3**	85.9**	91.3**	36.4% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.9+	19.0+	1.5% down (2nd qtr. 1960 vs. 2nd qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	354.3+	347.0+	338.3+	4.7% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	25.8+	23.7+	24.8+	4.0% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
EMPLOYMENT (thousands)	68,282	68,689	67,241	1.5% up (Aug. 1960 vs. Aug. 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).
**Figures are for week ending September 24, 1960 and preceding week (revised).
+Figures are for quarters.
+Federal Reserve Bulletin figures (revised).

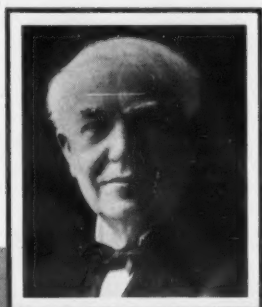
A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	July	34,100	34,500	- 1.16
	7 Mos.	311,700	274,900	+13.39
DRYERS, Clothes, Electric	July	50,264	66,791	-24.74
	7 Mos.	362,592	406,601	-10.82
Gas	July	22,316	28,457	-21.58
	7 Mos.	192,585	196,068	- 1.78
FOOD WASTE DISPOSERS	July	52,600	63,500	-17.17
	7 Mos.	416,200	413,900	+ .56
FREEZERS	July	97,500	124,600	-21.75
	7 Mos.	671,800	777,600	-13.61
PHONOGRAPH SHIPMENTS	July	293,551	203,259	+44.42
	7 Mos.	2,100,422	1,698,880	+23.64
PHONOGRAPH RETAIL SALES	July	239,736	207,721	+15.41
	7 Mos.	2,104,779	1,738,997	+21.03
RADIO PRODUCTION (excludes auto)	Week Sept. 16	238,019	265,549	-10.37
	37 Weeks	7,098,116	6,227,177	+13.99
RADIO RETAIL SALES	July	573,363	526,827	+ 8.83
	7 Mos.	4,451,721	3,685,708	+20.78
TELEVISION PRODUCTION	Week Sept. 16	138,092	163,281	-15.43
	37 Weeks	4,062,459	4,120,768	- 1.42
TELEVISION RETAIL SALES	July	392,858	370,575	+ 6.01
	7 Mos.	3,050,385	2,634,532	+15.78
REFRIGERATORS	July	291,500	370,800	-21.39
	7 Mos.	2,069,200	2,237,100	- 7.51
RANGES, Electric, Standard	July	57,100	67,100	-14.90
	7 Mos.	492,400	562,700	-12.49
Built-in	July	45,000	62,100	-27.54
	7 Mos.	393,600	415,400	- 5.25
RANGES, Gas, Standard	Aug.	120,200	143,300	-16.12
	8 Mos.	967,400	1,069,200	- 9.52
Built-in	Aug.	31,700	32,800	- 3.35
	8 Mos.	229,000	220,200	+ 4.00
VACUUM CLEANERS	July	223,008	221,232	+ .80
	7 Mos.	1,905,476	1,932,422	- 1.39
WASHERS, Automatic & Semi-Auto	July	174,608	251,300	-30.52
	7 Mos.	1,403,460	1,621,539	-13.45
Wringer & Spinner	July	43,047	66,763	-35.52
	7 Mos.	416,901	506,709	-17.72
WASHER-DRYER COMBINATIONS	July	8,974	9,665	- 7.15
	7 Mos.	88,840	96,914	- 8.33
WATER HEATERS, Electric (Storage)	July	55,800	70,300	-20.63
	7 Mos.	407,000	507,400	-19.79
WATER HEATERS, Gas (Storage)	Aug.	279,400	256,100	+ 9.10
	8 Mos.	1,891,300	2,043,600	- 7.45

Sources: NEMA, AHLMA, VDMA, EIA, GAMA.

Now, Volume Humidifier Sales With The Finest Name In Electricity...

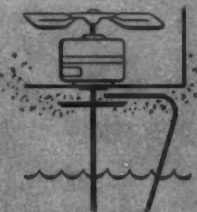


Thomas A Edison HUMIDIFIERS



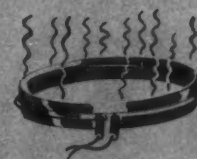
DOUBLE-ACTION ATOMIZER

... spins a microscopic mist into the air
and washes out dust and dirt
at the same time!



HUMIDITY BOOSTER

... an electric heating element
on Imperial models, warms air stream
for more efficiency and
higher capacity!



NOW YOU CAN ENTER the rapidly expanding humidifier market with a name customers know and trust . . . *Thomas A. Edison*.

While other brands must establish their reputation, this name says "quality" immediately. Your customers know they can count on these humidifiers for excellent performance with outstanding dependability.

And quality engineering backs up the name all the way. The Double-Action Atomizer and Humidity Booster provide finest

humidification quietly and economically. Other quality features include water level indicator, completely enclosed fan, easy-rolling casters, big capacity tank (7 gallons), and on Imperial models, automatic humidistat to give that "just right" comfort condition.

And with all this emphasis on quality and performance, these distinguished humidifiers are priced to be fully competitive with any others of similar size and capacity!

Mail the coupon below today for details of the most valuable appliance franchise available today.

THOMAS A. EDISON HOME COMFORT APPLIANCES, DEPT. AE-103
McGraw-Edison Company, Albion, Michigan

Please send full details of the new Thomas A. Edison Humidifiers.
I am a ☐ Distributor ☐ Dealer

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

Finest Name In Electricity...

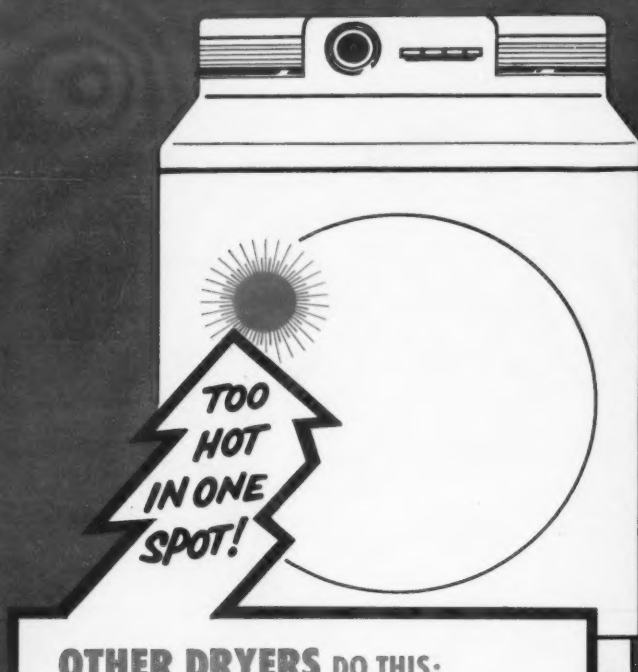
Thomas A Edison
Home Comfort Appliances
Albion, Michigan

In Canada: 574 Fourth Line, Oakville, Ont.

PRODUCTS OF

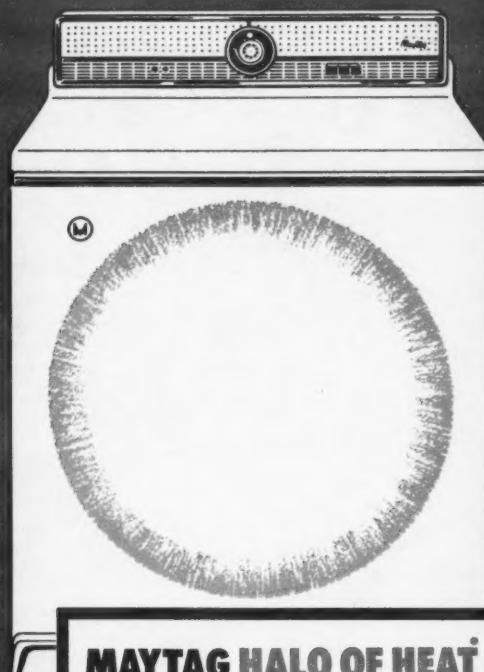
**McGRAW
EDISON**

STILL THE ONLY IMPORTANT SALES DIFFERENCE IN DRYERS!



OTHER DRYERS DO THIS:

Heat concentrated in one "hot spot" makes clothes feel harsh, bakes in wrinkles, makes ironing difficult. Over-drying is common because clothes come in contact with heat as high as 200°.



MAYTAG HALO OF HEAT DRYERS HAVE NO HOT SPOTS

MAYTAG DRYER DOES THIS! No hot spots! A gentle circle of heat surrounds clothes . . . fast-dries full load in 26 to 35 minutes at a safe, low 135°. Clothes dry fluffy with fewer wrinkles.

SALES PROVED! The big difference in dryers is still Maytag's exclusive drying principle. Famous "no hot spot" drying sets Maytag Halo of Heat Dryers apart from the herd.

Maytag's exclusive "no hot spots" principle makes good sense to your customer. So will these other important Maytag features: Air inside is changed every other second, filtered free of dust and dirt. There's a safety door plus an automatic sprinkler. And the cabinet is made of zinc-coated steel to protect against rust.

Modern fabrics? Removing wrinkles from Wash 'n Wear is a Maytag

Dryer specialty. And most important, when you sell a Maytag Dryer, you're selling dependability.

Maytag — the only complete line of dryers from one source — a fact that lets you sell her exactly what she wants without carrying a flock of brands:

ELECTRIC or GAS • NO-VENT or VENT • COLORS or WHITE
Most important, there's a model for every budget.

Write, wire or phone your Maytag Regional Manager or Distributor.
The Maytag Company, Newton, Iowa

MAYTAG Halo of Heat DRYERS